

# Muang Thai Life Assurance PCL.

## IR Fact Sheet

Vol.97 (2/2025)

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# KEY INFORMATION

**6 Apr 1951**

Date of  
Establishment

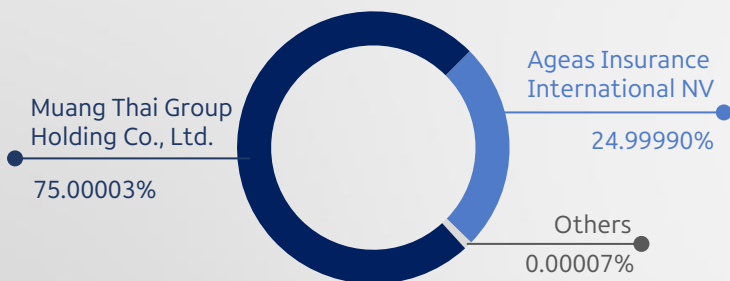
**1 Oct 2012**

Conversion to  
public company limited

**1,000 million THB**

Registered Capital

## MTL SHAREHOLDING PROPORTION



## BOARD OF DIRECTORS (As of 30 June 2025)

1. Mr. Photipong Lamsam	Chairman
2. Mr. Krisada Lamsam	Vice Chairman
3. Mr. Hans J. J. De Cuyper	Vice Chairman
4. Ms. Sujitpan Lamsam	Director
5. Mr. Sara Lamsam	Director / Chief Executive Officer
6. Mr. Sutee Mokkhavesa, Ph.D.	Director / President
7. Ms. Maneerut Anulomsombut	Independent Director
8. Mr. Kanich Punyashthiti	Independent Director
9. Mrs. April Srivikorn	Independent Director
10. Mrs. Nattaporn Phan-udom, Ph.D.	Independent Director
11. Mrs. Pakineenard Tiyachate	Director
12. Mr. Filip A. L. Coremans	Director
13. Mr. Glenn John Williams	Director
14. Mr. Somkiat Sirichatchai	Director
15. Mr. Pipavat Bhadravid	Director
16. Mrs. Nataya Sukhum	Director

## FINANCIAL HIGHLIGHTS

(Unit: million THB)

	2023	2024	Q1/25	Q2/25
Total Asset <sup>1</sup>	635,510	643,071	659,013	677,948
Capital Adequacy Ratio <sup>2</sup>	353%	448%	470%	495%

Note: <sup>1</sup> Asset data is in accordance with new accounting standards and has been reviewed by the Certified Public Account

<sup>2</sup> Calculation of the Company's capital is in accordance with Risk-Based Capital (RBC) regime

## CREDIT RATINGS

**FitchRatings**

A- (Stable Outlook)  
AAA(tha) (Stable Outlook)

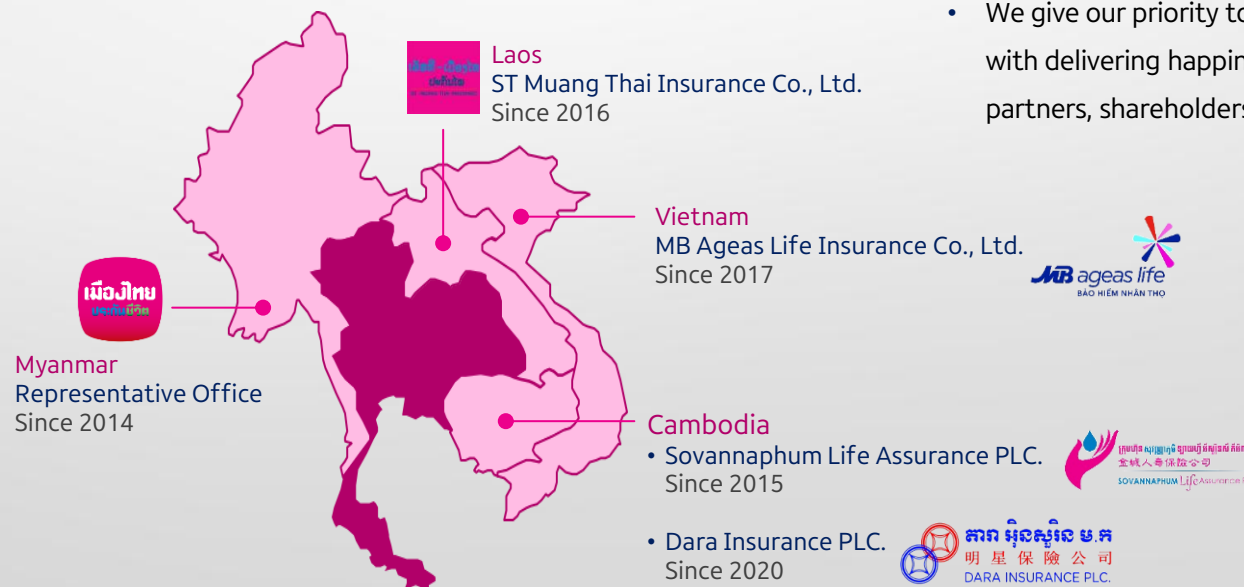
(As of 20 February 2025)

**S&P Global**

BBB+ (Stable Outlook)

(As of 29 October 2024)

## OVERSEAS INVESTMENT



## VISION

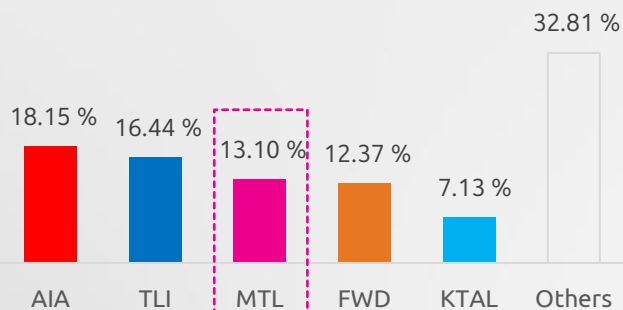
“To be the customers’ trusted lifetime partner through innovative life, health and investment solutions by putting customers at the heart of everything we do”

## MISSION

- We are the regional life insurance leader with financial and brand strength under corporate governance and risk management frameworks of international standard.
- We strive to understand the ever-changing customers’ needs and behaviors in order to provide superior products and relevant services that help our customers attain financial security and lead healthy and fulfilling lives.
- We give our priority to long-term sustainability together with delivering happiness to our customers, employees, partners, shareholders and society.

# MARKET POSITION (January - June 2025)

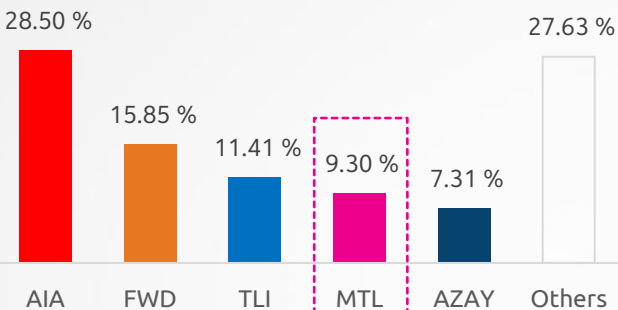
## New Business Premium



- MTL ranked no. 3 in life insurance industry
- Equivalent to 12,436.03 MB
- Market share at 13.10%

Life Insurance Industry: 94,915.68 MB  
Growth (YoY): 7.38%

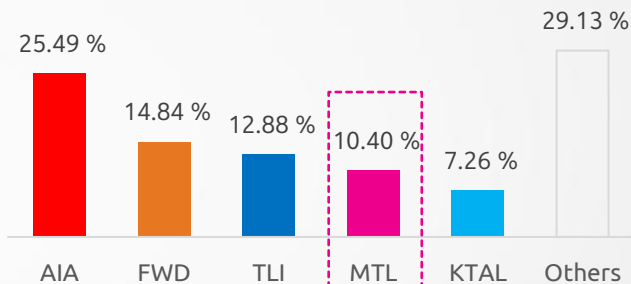
## Renewal Year Premium



- MTL ranked no. 4 in life insurance industry
- Equivalent to 21,534.63 MB
- Market share at 9.30%

Life Insurance Industry: 231,672.43 MB  
Growth (YoY): 3.88%

## Total Premium



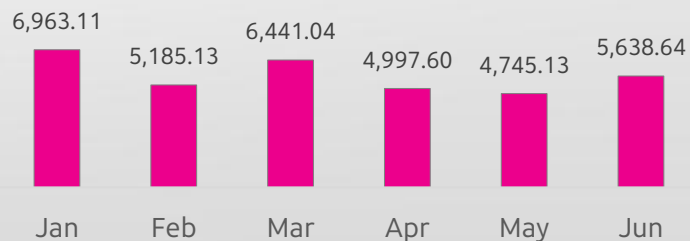
- MTL ranked no. 4 in life insurance industry
- Equivalent to 33,970.66 MB
- Market share at 10.40%

Life Insurance Industry: 326,588.11 MB  
Growth (YoY): 4.87%



Total Premium  
(Jan - Jun 2025)  
**33,970.66**  
(million THB)

## MTL Performance 2025



(Unit: million THB)

# MTL HAPPENINGS



Muang Thai Life Assurance won Innovation in Product and Service Award (Life Insurance Industry) (5 Consecutive Years) from Siamrath Awards 2025 hosted by Siamrath Co., Ltd.



Muang Thai Life Assurance won Digital Insurance-Insurer Leader of 2025 (APAC Region) from The Digital Insurance APAC 2025 hosted by Digital insurance APAC



Muang Thai Life Assurance won Digital Insurer Award from ITC Asia Awards 2024 hosted by InsureTech Connect Asia (ITC Asia)



Muang Thai Life Assurance won Gen Z TOP Brand Award 2025 from Gen Z TOP Brand Award 2025 hosted by BrandBuffet & INTAGE (Thailand)



Mr. Sara Lamsam received Thailand Top CEO of the Year 2025 (Life Insurance Industry) (4 Consecutive Years) from Thailand Top CEO of the Year 2025 hosted by Business+ Magazine & Thammasat University



217 agents of Muang Thai Life Assurance received Thailand National Quality Awards (TNQA) from Thailand National Quality Awards (42<sup>nd</sup> TNQA) hosted by Thai Life Assurance Association

# AWARDS & RECOGNITION in 2024 (43 Awards)

## 1. Corporate Awards (15 Awards)

- 1. Insurance Hall of Fame Award 2023**  
The Office of Insurance Commission (OIC)
- 2. Micro Insurance Award 2023**  
The Office of Insurance Commission (OIC)
- 3. Public Favorite Award**  
from RakLearn Social Media by MTL  
The Securities and Exchange Commission (SEC)
- 4. Sustainability Award**  
from the project "Financial Literacy Workshop"  
The Securities and Exchange Commission (SEC)
- 5. Creativity Award**  
from MTL Retirement Check  
The Securities and Exchange Commission (SEC)
- 6. Thailand Top Company Award 2024 (Life Insurance Industry)**  
Business+ Magazine & University of the Thai Chamber of Commerce
- 7. The Most Impactful Corporate Award**  
Future Trend
- 8. Creative Business Award**  
Creative Talk
- 9. 2024 Excellent Practices Establishment on Labour Relations and Welfare Award**  
Department of Labour Protection and Welfare, Ministry of Labour
- 10. Enterprise Asia Linchpin of Asia Award**  
Enterprise Asia
- 11. Corporate Excellence Award**  
Enterprise Asia

- 12. Health Equity and Inclusion Award**  
ESG Business Magazine
- 13. HR Asia Best Companies to Work for in Asia Award 2024**  
HR Asia Magazine
- 14. Sustainable Workplace Award 2024**  
HR Asia Magazine
- 15. Excellence in CSR Strategy Award (Silver)**  
Human Resources Online

## 2. Branding Awards (7 Awards)

- 16. Superbrands Award 2024**  
Superbrands Thailand
- 17. Thailand Most Admired Company Award 2023-2024 (Corporate Image)**  
BrandAge Magazine
- 18. Thailand's Most Admired Brand Award 2024 (InsurTech Sector)**  
BrandAge Magazine
- 19. Thailand's Social Power Brand Award 2024 (Life Insurance Sector)**  
BrandAge Magazine
- 20. Top Influential Brands Award 2023**  
Influential Brand (Singapore) & Neo Target Co., Ltd.
- 21. Best Brand Performance on Social Media Award (Insurance & Assurance Sector)**  
Wisesight (Thailand) Co., Ltd.
- 22. Best Brand Performance Campaign on TikTok Award**  
Wisesight (Thailand) Co., Ltd.



# AWARDS & RECOGNITION in 2024 (43 Awards) (Cont'd)

## 3. Innovation Awards (3 Awards)

### 23. Business+ Product Innovation Awards 2024

Life and Non-Life Insurance Award, Category of Service from Application "MTL Click"  
Business+ Magazine & Mahidol University

### 24. Innovation in Product and Service Award

Siamrath Co., Ltd.

### 25. Insurer Innovation Award 2024

The Digital Insurer (TDI)

## 4. Product Awards (2 Awards)

### 26. Product of the Year Award 2024

Premium Health Insurance from "Elite Health Plus"  
Business+ Magazine & Mahidol University

### 27. Best New Life Insurance Initiative Award

from "Silver Readiness"  
International Finance Magazine

## 5. CEO Awards (16 Awards)

### 28. Financier of the Year Award 2023

Money & Banking Magazine

### 29. Thailand Top CEO of the Year Award 2024

Life Insurance Industry  
Business+ Magazine & Thammasat University

### 30. CEO Thailand Prime Award

BrandAge Magazine

## 5. CEO Awards (16 Awards) (Cont'd)

### 31. Brand Maker Award

BrandAge Magazine

### 32. Top CEO of the Year Award

Influential Brand (Singapore) & Neo Target Co., Ltd.

### 33. Leader of Business Award

Future Trend

### 34. Leader of Leader Award

Future Trend

### 35. Howe Smart CEO Award

Howe Magazine

### 36. The Best CEO Award 2024

Dailynews Newspaper

### 37. The Sauciest Leader Award

Techsauce Media Co., Ltd.

### 38. Creative Leader Award

Creative Talk

### 39. Best Life Insurance CEO Award 2023

International Finance Newspaper

### 40. Master Entrepreneur Award

Enterprise Asia

### 41. Outstanding Leaders in Asia Award

MORS Group

### 42. Executive Champion of the Year Award

Asia Insurance Review Magazine and Asia Advisers Network

### 43. Most People-Focused CEO Award (Gold)

Human Resources Online

