

# Vision

## The Top Insurer Preferred For Service

- Customers will want to deal with us because of the convenience and simplicity we provide
- They have a choice of a wide range of channels to access our services
- They receive comprehensive product offerings from the rest of the Group
- They are assured of first class after-sales service
- Our services will be perceived as value for money
- Our enthusiastic employees and congenial environment will make us the preferred employer in the industry
- Our agents will be among the most productive and motivated
- We will provide a sustainable rate of return to shareholders that is above industry average
- Our branding will be highly visible and stand for financial reliability

# Mission

## To provide insurance service to customers as simply and conveniently as possible

Five guiding principles measure the appropriateness of our decisions (the 5 P's):

- **P**hilosophy – we value clear leadership, teamwork, responsibility, accountability, commitment, integrity and ethical behaviour
- **P**roducts – we provide quality and innovative products that meet customer needs (product here can mean a combination of products and services)
- **P**eople – we believe our people should be well trained and perform to the highest standards
- **P**rocess – operations in all aspects should be oriented towards customer satisfaction, within the control parameters we set
- **P**rofitability – we recognise that profitability is essential in sustaining our growth