

1.2 Policy Business Objective and Strategies of the business

Aspiring to be more than just a conventional reinsurance provider, the Company is committed to developing the organization to provide customers with a comprehensive range of insurance services by collaborating in business development, marketing, planning, product development, formulation of underwriting and claim guidelines.

The Company's reinsurance plan emphasized the balance of short term and long term coverage by focusing on expansion of each product's coverage as well as maintaining continuous growth. The guided policies for this are based on management of expansion cost under the principles of Risk Based Capital, consideration of return on the use of capital at acceptable level of risk, adoption of modern innovation for marketing, and diversification of sales channels.

The Company, together with many life insurance companies, has continually developed accident and health insurance products, which are presented through various media such as on-line media, telemarketing, agents and financial institutions. Besides, the Company also works with partners in determining the types of warranty that meet customers' requirements, the premium rate, the method of underwriting and joint management and control of risk. Currently, it is implementing each project's plans.

The Company still aims at expanding its reinsurance service and providing recommendations on new products and additional underwriting guidelines. In addition, the Company has continuously studied the trend of consumers' behavior and market conditions in order to develop the types of business that respond to customers' real needs as well as select appropriate media, including Bancassurance, for some type of insurance such as credit insurance, life and accident insurance, and health insurance. In the previous year, the Company had cooperated with many life insurance companies, the business partners of leading banks in Thailand, in expanding these types of business. Furthermore, branding and market expansion, to join ASEAN Economic Community.

For marketing Support program, the Company has invested in technological systems, i.e. reinsurance and other services such as accounting and investment systems that help increase efficiency and effectiveness of the work. Besides, the Company also organizes Employee Development Project to support the organization to enter into Office Innovation by preparing the employees to be conscious of and ready for rapid change of insurance business; and being able to cope with experience and new ideas to join the Company to help improve the work and develop a quality team; aiming at building sustainable growth of the business.