



บริษัท กรุงเทพประกันชีวิต จำกัด (มหาชน)
BANGKOK LIFE ASSURANCE PUBLIC COMPANY LIMITED

SUSTAINABILITY REPORT 2020

รายงานความยั่งยืน 2563

**STEP
TOWARDS
THE SUSTAINABLE
FUTURE**





VISION AND MISSION

VISION

To make people realize the benefits of the life insurance and choose insurance coverage which is suitable for their financial position and value of life

MISSION

The Company is determined to be a leader in establishing financial security for all groups of people and protecting their value of life by offering financial advice and impressive service through its sincere agents, partners, and employees who are experts in the field.

Message from Chairman of the Board of Directors / Chairman of Executive Board of Directors and Chairman of the Good Corporate Governance Committee

Bangkok Life Assurance PCL has been in operation for 69 years and is still unwaveringly thriving to be a leader in establishing financial security for all groups of people, with an aim to offer advice on financial planning which is suitable for their financial position and value of life through our life insurance products, investment products and other comprehensive products for the needs of consumers in every group and every age.

Since the year 2019 the Company has declared to be a Change Organization by setting its business operations of driving a sustainable future aimed at establishing balance in management which covers / includes development in every dimension of the organization so that the Company can be steadfast in its service to the Thai people with sustainability over a long period of time under the changed environment both in competing amidst economic challenges, technology development as well as change in consumer behavior.

It is a known fact that during the prior year of 2020 not only Thailand but throughout the world we had to face the Covid-19 pandemic. In this respect, Bangkok Life Assurance PCL is steadfast in its intention to establish social stability by carrying out projects to provide specific coverage, offering measures to alleviate problems for the insured. Furthermore, the Company had publicized news and information about Covid-19 as well as knowledge about other health aspects through various channels of the Company throughout the year in order to encourage access to life insurance and extensively promote knowledge to society.

Additionally, the Company is still carrying on the policy of operating business to drive a sustainable future. In 2020 the Company developed new products with more extensive coverage for the needs of consumers including using technology to benefit every stakeholder of the Company, whether by developing electronic format services through online platform to make it convenient for customers, adopting technologies to create participation with insurance agents, financial advisors and business partners. Moreover, the Company is focusing on developing tools to help drive 100% paperless business transactions. During this past year the Company had begun a project to campaign for customers to make business transactions online including campaigns for reduction of paper usage within the Company which has been continuously observed so that the Company has been able to reduce the volume of paper usage by more than 600,000 sheets.

The Company would like to thank all our stakeholders for your unfailing support to the Company and we would like to give our promise to all stakeholders that the Company is determined to sustain our improvement to develop our services alongside giving importance in enhancing society and the environment continuously and sustainably.



Dr. Siri Ganjarendee

Chairman of the Board of Directors



Mrs. Komkai Thusaranon

Chairman of Executive Board of Directors

Chairman of the Good Corporate Governance Committee

Let's get to know Bangkok Life Assurance

Bangkok Life Assurance PCL is a registered company ("BLA") which has stood alongside Thai people for more than 69 years. The Company gives extensive financial planning service for every age span through the Company's life insurance and health insurance products as well as accident insurance and mutual funds of partner companies.

The Company is located at 1415 Krungthep-Nonthaburi Road, Wongsawang Subdistrict, Bangsue District, Bangkok, with 64 branch offices nationwide to facilitate and render access to the Company's services and to support the expansion of our customer base, life insurance agent base and financial advisor base.

BRANCH NETWORK

Head Office :

Bangkok Life Assurance Public Company Limited

1415 Krungthep-Nonthaburi Road, Wongsawang subdistrict, Bangsue district, Bangkok 10800

Tel. 02-777-8000 Fax. 02-777-8899 Call Center 02-777-8888

E-mail: csc@bangkoklife.com Website: www.bangkoklife.com

Branch		Tel.	Fax.	E-mail
Bangkok Metropolitan Region				
Pathumthani	380 Rangsit-Pathumthani Road, Prachathipatt subdistrict, Thanyaburi district, Pathumthani 12130	0-2567-1414	0-2567-4729	pathumthani@bangkoklife.com
Srinakarin	209,211 Srinakarin Road, Bangna subdistrict, Bangna district, Bangkok 10260	0-2383-4591	0-2758-8001	srinakarin@bangkoklife.com
Eakamai	23/66-73 Sorachai Building, 19th Floor, Soi Sukhumvit 63, Sukhumvit Road, Klongton-Nue subdistrict, Wattana district, Bangkok 10110	0-2726-9777	0-2726-9676	eakamai@bangkoklife.com
Central Region				
Chainat	84,84/1 Phahonyothin Road, Ban Kluai subdistrict, Muang district, Chainat 17000	0-5641-4646	0-5641-4647	chainat@bangkoklife.com
Nakhonpathom	194,194/1 Songpol Road, Lumphyia subdistrict, Muang district, Nakhonpathom 73000	0-3424-4272	0-3424-4275	nakhonpathom@bangkoklife.com
Pranakorn Sri Ayuthaya	3/37-39 Moo 1, Dechawuth Road, Pratuchoi subdistrict, Pranakorn Sri Ayuthaya district, Pranakorn Sri Ayuthaya 13000	0-3532-2002	0-3532-2005	ayuthaya@bangkoklife.com
Petchaburi	116 Moo 3, Petchkasem Road, Rai Som subdistrict, Muang district, Phetchaburi 76000	0-3242-4190	0-3242-4409	petchaburi@bangkoklife.com
Ratchaburi	26/15-16 Petchkasem Road, Na Muang subdistrict, Muang district, Ratchaburi 70000	0-3232-1713	0-3233-7517	ratchaburi@bangkoklife.com
Lopburi	256/13-15 Moo 2, TaSala subdistrict, Muang district, Lopburi 15000	0-3642-4361	0-3642-4256	lopburi@bangkoklife.com
Samutsongkram	155/21-22 Moo 1, Thonburi-pakthor Road, Bangkaew subdistrict, Muang Samutsongkram district, Samutsongkram 75000	0-3471-1774	0-3471-4845	samutsongkram@bangkoklife.com

Branch		Tel.	Fax.	E-mail
Samutsakhorn	931/108-109 Rama 2 Road, Mahachai subdistrict, Muang district, Samutsakhorn 74000	0-3481-0277	0-3487-0907	samutsakhorn@bangkoklife.com
Saraburi	179/4 Sudbantad Road. Pakpreaw subdistrict, Muang district, Saraburi 18000	0-3630-8205	0-3623-0460	saraburi@bangkoklife.com
Supanburi	170/24 Nang Pim Road, Thaphiliang district, Supanburi 72000	0-3552-3432	0-3552-3434	supanburi@bangkoklife.com
Angthong	82 Tessabal Road, Talardluang subdistrict, Muang district, Angthong 14000	0-3562-6396	0-3562-6395	angthong@bangkoklife.com

Eastern Region

Chanthaburi	29/10-11 Prayatrunng Road, Watmai subdistrict, Muang district, Chanthaburi 22000	0-3931-3251 0-3931-3870 0-3930-2926 0-3930-2927	0-3932-3782	chanthaburi@bangkoklife.com
Chachoengsoa	456, 458, 460 Chachoengsoa-Bangpakong Road, NaMuang subdistrict, Muang district, Chachoengsoa 24000	0-3851-5805	0-3851-3859	chachoengsoa@bangkoklife.com
Chonburi	102/4 Moo 4, Sukhumvit Road, Samed subdistrict, MuangChonburi district, Chonburi 20000	0-3838-6311	0-3838-6313	chonburi@bangkoklife.com
Banphe	107/32 Moo 2, Phe subdistrict, Muang district, Rayong 21160	0-3865-2937	0-3865-2939	banphe@bangkoklife.com
Pattaya	62/3-4 Moo 5, Naklue subdistrict, Banglamooing district, Chonburi 20150	0-3836-8064	0-3836-8066	pattaya@bangkoklife.com
Rayong	83, 85, 87 Soi 6, Radbumrung, Nernpra subdistrict, Muang district, Rayong 21000	0-3861-5015 0-3880-0449 0-3880-0184	0-3861-7152	rayong@bangkoklife.com

Northern Region

Kamphaengpetch	638, 640 Charoensuk Road, Naimuang subdistrict, Muang district, Kamphaengpetch 62000	0-5577-3041	0-5577-3043	kamphaeng@bangkoklife.com
Chiangkham	25 Moo 10, Yuan subdistrict, Chiangkham district, Phayao 56110	0-5445-4258	0-5445-4260	chiangkham@bangkoklife.com
Chiangrai	836/21, Phahon Yothin Road, Wiang subdistrict, Muang district, Chiangrai 57000	0-5371-1816	0-5371-1875	chiangrai@bangkoklife.com
Chiangmai	119/3 Changpuek Road, Sripoom subdistrict, Muang district, Chiangmai 50200	0-5328-7251	0-5328-7250	chiangmai@bangkoklife.com
Taphanhin	324/42-43 Moo 3, Taphanhin-Bangmoolnark, Huaygate subdistrict, Taphanhin district, Phichit 66110	0-5662-2223	0-5662-1800	taphanhin@bangkoklife.com
Tak	5/2 Phahon Yothin Road, Nong Luang subdistrict, Muang district, Tak 63000	0-5551-1290	0-5551-1292	tak@bangkoklife.com
Nakhonsawan	36/6-8 Gosie-Tai Road, Paknampo subdistrict, Muang district, Nakhonsawan 60000	0-5622-8744	0-5622-8745	nakhonsawan@bangkoklife.com
Fang	376/3 Moo 2, Chotana Road, Wieng subdistrict, Fang district, Chiangmai 50110	0-5345-1066	0-5345-1067	fang@bangkoklife.com

Branch		Tel.	Fax.	E-mail
Phayao	15/26-27 Praturong 2 Road, Wieng subdistrict, Muang district, Phayao 56000	0-5448-2112	0-5448-0281	phayao@bangkoklife.com
Phichit	24/172 Sa Luang Road, NaiMuang subdistrict, Muang district, Phichit 66000	0-5661-2626-34	0-5661-2635	phichit@bangkoklife.com
Phitsanulok	68/29 Moo 10, Siharatdechochai Road, Wat Chan subdistrict, Muang district, Phitsanulok 65000	0-5533-4662	0-5533-4700	phitsanulok@bangkoklife.com
Phetchabun	6/7-8 Samukkichai Road, NaiMuang subdistrict, Muang district, Phetchabun 67000	0-5672-2838	0-5672-0164	phetchabun@bangkoklife.com
Lampang	236/9 Moo 1, Lampang-Chiangmai Road, Pongsanthon subdistrict, Muang district, Lampang 52100	0-5435-2623 0-5481-0063	0-5435-2624	lampang@bangkoklife.com
Sawankhalok	90/7.9 Moo 3, Charodwithithong Road, Yanyao subdistrict, Sawankhalok district, Sukhothai 64110	0-5564-1218	0-5564-1807	sawankhalok@bangkoklife.com
Lomsak	149/3 Kachasenee Road, Lomsak subdistrict, Lomsak district, Phetchabun 67110	0-5670-4162	0-5670-4162	lomsak@bangkoklife.com

North-Eastern Region

Kalasin	3/9 Liangmuangsongplueai Road, Kalasin subdistrict, Muang district, Kalasin 46000	0-4381-3435 0-4383-5036	0-4381-3126	kalasin@bangkoklife.com
Khonkhan	168/97 Moo 1, Prachasamon Road, NaiMuang subdistrict, Muang district, Khonkhan 40000	0-4342-4579	0-4342-4589	khonkhan@bangkoklife.com
Chaiyaphum	270/9-11 Moo 6, Chaiyaphum-Srikhiu Road, NaiMuang subdistrict, Muang district, Chaiyaphum 36000	0-4481-6072	0-4481-6074	chaiyaphum@bangkoklife.com
Chumpae	389/7-8 Moo 18, Maliwan Road, Chumpae subdistrict, Chumpae district, Khinkhan 40130	0-4331-2481	0-4338-6923	chumpae@bangkoklife.com
Nakhonphanom	175/3-4 Bumrungmuang Road, NaiMuang subdistrict, Muang district, Nakhonphanom 48000	0-4251-2503	0-4251-2506	nakhonphanom@bangkoklife.com
Nakhonratchasima	2727/7-9 Suebsiri Road, NaiMuang subdistrict, Muang district, Nakhonratchasima 30000	0-4427-8688	0-4427-8724	nakhonratchasima@bangkoklife.com
Namsom	95-95/1 Moo 1, Srisamran subdistrict, Namsom district, Udonthani 41210	0-4228-7314	0-4228-7315	namsom@bangkoklife.com
Banphue	79 Moo 4, Plubphue Road, Banphue subdistrict, Bangphue district, Udonthani 41160	0-4228-1525	0-4228-1523	banphue@bangkoklife.com
Phonphisai	2/4-5 Moo 1, Jumpol Road subdistrict, Phonphisai district, Nongkhai 43120	0-4247-1384	0-4247-1025	phonphisai@bangkoklife.com
Mahasarakham	1112/291-292 Rimklongsomthawin Road, Talad subdistrict, Muang district, Mahasarakham 44000	0-4371-1789	0-4371-2025	mahasarakham@bangkoklife.com
Roiet	38/8-9 Santisuk Road, NaiMuang subdistrict, Muang district, Roiet 45000	0-4351-6575	0-4351-3833	roiet@bangkoklife.com
Loei	22/9 Chum Sai Road, Kut Pong subdistrict, Muang district, Loei 42000	0-4281-4930 0-4283-0158-9	0-4281-4931	loei@bangkoklife.com
Sribunrueang	152 Moo 8, Muangmai subdistrict, Sribunrueang district, Nongbualamphu 39180	0-4235-3483	0-4235-3484	sribunrueang@bangkoklife.com
Srisaket	306/3-4 Moo 10, Srisaket-Ubon Road, Pho subdistrict, Muang district, Srisaket 33000	0-4581-0313	0-4581-3314	srisaket@bangkoklife.com
Sakonkakhon	241/4 Sakonkakhon-udonthani Road, Thadcheongchum subdistrict, Muang district, Sakonkakhon 47000	0-4271-1834 0-4273-0394	0-4271-2861	sakonkakhon@bangkoklife.com
Surin	511-513 Thanasam Road, NaiMuang subdistrict, Muang district, Surin 32000	0-4451-2246	0-4451-2092	surin@bangkoklife.com
Nongkhai	1189/2 Moo 2, Prachak Road, NaiMuang subdistrict, Muang district, Nongkhai 43000	0-4246-4034	0-4241-3892	nongkhai@bangkoklife.com
Nongbualamphu	189 Moo 2, Nongbua-Chum Phae Road, Nongbua subdistrict, Muang district, Nongbualamphu 39000	0-4231-6666	0-4231-6677	nongbualamphu@bangkoklife.com
Udonthani	230/1 Moo 4, Nittayo Road, Nong Bua subdistrict, Muang district, Udonthani 41000	0-4293-2540	0-4293-2600	udon@bangkoklife.com

Branch		Tel.	Fax.	E-mail
Ubonratchathani	183 Pichitrangsan Road, NaiMuang subdistrict, Muang district, Ubonratchathani 34000	0-4524-0845	0-4524-0878	ubonratchathani@bangkoklife.com

Southern Region

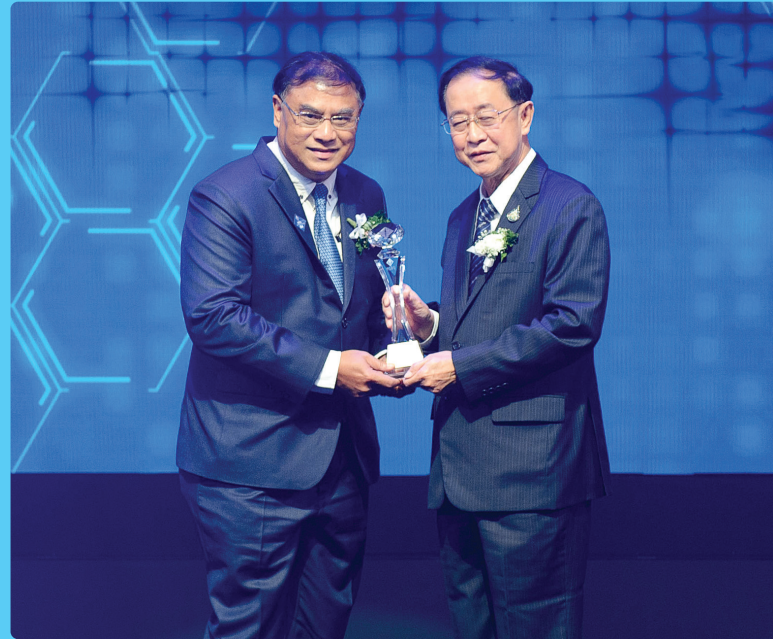
Krabi	305/6 Maharach Road, Paknam subdistrict, Muang district, Krabi 81000	0-7561-2838	0-7563-2866	krabi@bangkoklife.com
Chumphon	181 Krommaluangchumphon Road, Thatapao subdistrict, Muang district, Chumphon 86000	0-7750-1871 0-7757-1775	0-7750-2727	chumphon@bangkoklife.com
Trang	59/61 Huayyod Road, Tubtieang subdistrict, Muang district, Trang 92000	0-7521-8826	0-7521-1247	trang@bangkoklife.com
Nakhonsithammarat	774 Ratchadamnoen Road, NaiMuang subdistrict, Muang district, Nakhonsithammarat 80000	0-7534-7011	0-7534-8030	nakhonsi@bangkoklife.com
Pattani	400/53-54 Moo 4, Nongchik Road, Rusamilae subdistrict, Muang district, Pattani 94000	0-7345-0621	0-7345-0622	pattani@bangkoklife.com
Phuket	3/1 Moo 3, Thepkasat Road, Ratsada subdistrict, Muang district, Phuket 83000	0-7621-5650	0-7621-5654	phuket@bangkoklife.com
Ranong	130/260 Tamuang Road, Khaoniweth subdistrict, Muang district, Ranong 85000	0-7782-6896	0-7782-6898	ranong@bangkoklife.com
Suratthani	4/26-27 Moo 1, Liangmuang Road, Bangkung subdistrict, Muang district, Suratthani 84000	0-7729-5025	0-7729-5027	suratthani@bangkoklife.com
Hatyai	225 Sajjakul Road, Hatyai subdistrict, Hatyai district, Songkhla 90110	0-7425-2072	0-7425-2232	hatyai@bangkoklife.com

Awards



2019 3rd place Award for Life Insurance Company with Outstanding Management

In 2019 Bangkok Life Assurance PCL was presented the 3rd place Award for Life Insurance Company with Outstanding Management by the Office of Insurance Commission (OIC). Criteria for the award were appropriately based on the Company's stability, outstanding development in respect of products, insurance agents, handling of obligations to the insured and the development of basic digital system to meet the needs of the insured and insurance agents. Moreover, the Company is still continuing its regular practice of giving back to community and society for the happiness of the insured and of all Thai people.



Thailand Top Company Awards 2020

Bangkok Life Assurance PCL was nominated by Business Magazine+ in collaboration with the Thai Chamber of Commerce University for the Thailand Top Company Awards 2020 under the concept "Smart Business for Future Societies". This award underlines the trust and confidence which customers have for Bangkok Life Assurance for more than 69 years of our business operations. Not only we provide customers with financial security through appropriate financial planning, but we also provide reassurance in every step of the Thai people, and we are determined to constantly and exceptionally develop our organization to meet the need of every group of people.

A Life Insurance Company Striving for a Sustainable Future

For more than 69 years, Bangkok Life Assurance has continuously established financial stability to people. Even in this current Disruptive Era, Bangkok Life Assurance is striving on to adapt itself to be on the alert the whole time as we believe that security and stability have to be continuously produced so that all customers can be assured that we are heading together towards a sustainable growth.

Bangkok Life Assurance is determined to develop our business to grow on a secure structure in the aspects of economy, society and environment by knowledge sharing to every group of people by providing financial planning, presenting products and services which can build stability for families as well as encouraging access to financial services through the adoption of digital platform which will help drive Thai society to cashless society in compliance with the government's policy.

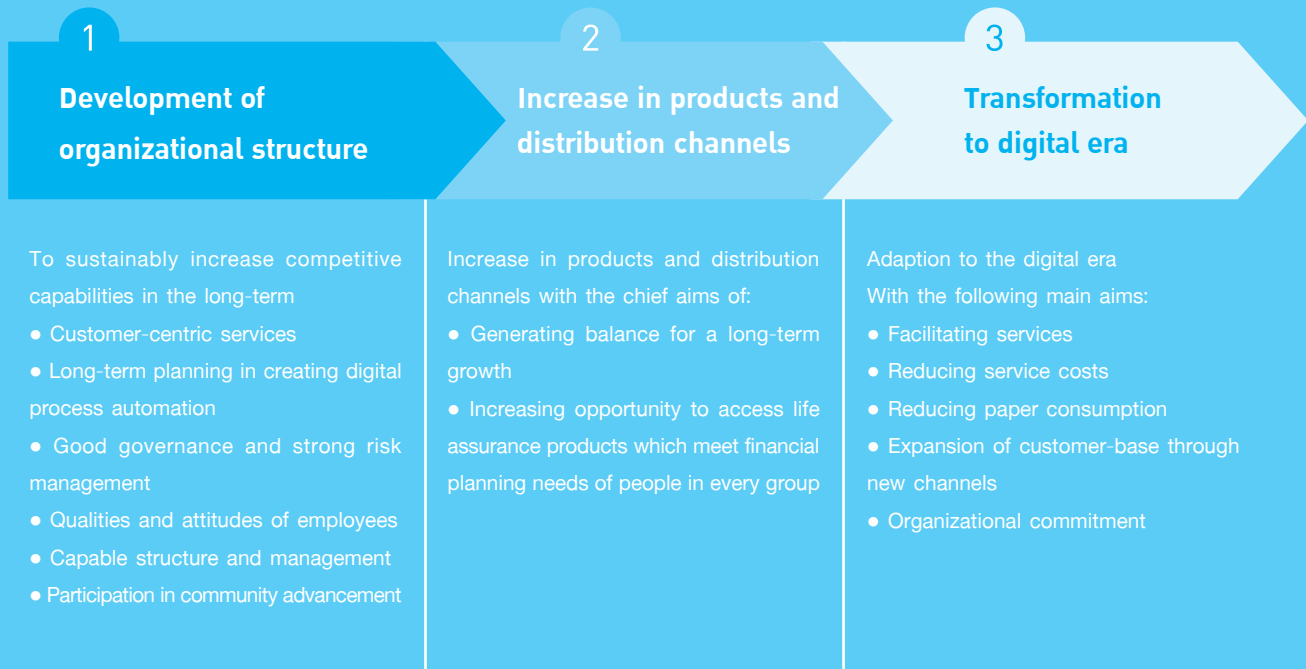
Strategies

Changes in consumer behavior on account of demographic, economic, and social factors as well as technological development cause the Company to focus on developing products and services including platforms to connect to customers in addition to insurance agents, financial advisors, and business partners with a view to build experience and integrated relationship for a cumulative result leading to the highest benefits to every sector of society. Ever since 2019, the Company has declared itself to be a Change Organization for a sustainable future under a project to promote the quality and standard of our service. Our ultimate target is to be the leader in creating security to the Thai people and leading towards being a party in creating security in the economic system of the country.

The Company believes that this strategy will generate an operational process and new organizational culture where our employees as well as insurance agents and financial advisors can carry out their duties and services speedily, efficiently, and professionally in a broader circle by bringing in new technologies to support our work.

Change Process through the Company's Organizational Changes

The swift changes in technological progress, competition, and other external environments induce the Company to regularly develop and improve the structures and working styles within the organization within a framework of 3 years (2019 – 2021). The focus is on improvement of the organizational structure, coupled with business restructuring that emphasizes the expansion of distribution channels and diversity of products and services.



PROCESS IN DETERMINING THE CONTENTS OF THE REPORT

The Company had prepared the Report by considering both internal and external factors concerning life assurance business operations in order to assess major sustainability issues. We had selected processes and steps which focus on 10 significant factors comprising Stakeholder inclusiveness, Sustainability context, Materiality, Completeness, Accuracy, Balance, Clarity, Comparability, Reliability, and Timeliness. The processes and steps in assessing the sustainability issues are as follows:



The Company has reviewed sustainability issues which are significant to the Company and the stakeholders' business operations by considering internal factors such as business strategies, Company's goals; external factors such as the changing world trends and direction of relevant industries, issues which may affect stakeholders concerning economy, society and environment which should be studied along with trends in development of sustainability of the regional life insurance business.

The Company's high-level management and representatives of various agencies brainstormed to prioritize the Company's short-term and long-term sustainability issues by considering 2 aspects of impact, the impacts upon stakeholders and impacts upon the Company. The Company duly listened to the opinions of external stakeholders from various communication sharing channels with a view to understanding the expectation of external stakeholders on the issue of stability which is significant. The Company will use these opinions to improve and sustainably develop our Company's operations.

The Company has verified the completeness and accuracy of the priorities concerning significant sustainability and has arranged the consistencies with the guideline of the indicators defined together with relevant departments. These have been submitted to the Executive Board of Directors for consideration and approval.

The Company has arranged to continually review the process of preparing and disclosing information in the Sustainability Report and welcome suggestions from every section which will be used to improve contents and format in disclosing the performance of the Company's sustainability in our next Report.

Participation with Stakeholders and Expectation

1 Customers

Manner of Participation with Stakeholders	Opinions and Expectations of Stakeholders	Examples of the Company's Ways of Meeting Needs
<ul style="list-style-type: none"> • Survey customer satisfaction via telephone interviews with 475 customers • Accept claims and giving services through Call Center, branch network, and telephone channel • Arrange get-together events with customers • Organize talks on financial planning for retirement, enjoying good health, insurance products and financial tools • Communicate knowledge about financial planning to customers through social media 	<ul style="list-style-type: none"> • Introduction of products which are diversified and comprehensively meet financial planning needs • Improvement of service so that it is convenient, fast, accurate and transparent • Adoption of digital tools to facilitate transaction by customers • Confidentiality of customers' personal information 	<p>Please study response details under the heading:</p> <ul style="list-style-type: none"> • Creating products which comprehensively support financial planning • Developing customer-centric services • Adjusting to the digital era • Security of data and digital operating system • Managing personal information

2 Insurance Agents / Financial Advisors / Sales Partners

Manner of Participation With Stakeholders	Opinions and Expectations of Stakeholders	Example of the Company's Means of Meeting Needs
<ul style="list-style-type: none"> • Communication of policies and information via meetings and digital media • Meetings, organizing seminars and arranging community activities • Performance assessment • Presentation of awards to insurance agents and financial advisors • Channels for notification of corruption or misconducts 	<ul style="list-style-type: none"> • Development of diversified products to meet the needs of every group of customers • Support of operations on different aspects • Knowledge sharing to regularly improve potentials 	<p>Please study response details under the heading:</p> <ul style="list-style-type: none"> • Create products which support comprehensive financial planning • Adapt oneself to the digital era • Create balance of income from various channels • Share knowledge on financial planning and life insurance business

3 Employees

Manner of Participation With Stakeholders	Opinions and Expectations of Stakeholders	Examples of the Company's Ways of Meeting Needs
<ul style="list-style-type: none"> • Communicate policies and information via meetings and digital media • Meetings with employees, organizing seminars and community activities • Assessing the performance • Personnel development project • Assessing employees' ties • Presentation of awards to employees • Channels for notification of corruption or misconducts • Participating in electing Welfare Committee and taking part to volunteer opinions and advice about various welfares • Electing Occupational Safety, Health and Environment Committee. 	<ul style="list-style-type: none"> • Support in training to increase skills • Clear communication within the organization • Efficient employee assessment • Career advancement with appropriate compensation • Occupational health and safety <p>Durable growth of the company</p>	<p>Please study response details under the heading:</p> <ul style="list-style-type: none"> • Potential development and maintaining the organization's personnel

4 Shareholders / Investors

Manner of Participation With Stakeholders	Opinions and Expectations of Stakeholders	Examples of the Company's Ways of Meeting Needs
<ul style="list-style-type: none"> • Annual ordinary general meeting of shareholders • Minutes of Meeting Form 56-1 • Annual Report • Presenting information to the public • Announcement of quarterly results • Meeting individual investors • Discussions and answering investors' queries by phone • Meeting securities analysts 	<ul style="list-style-type: none"> • Sustainable growth • Adjustment of operations to be constant with technological change • To maintain steadiness in revenue generation from various channels • To increase customers satisfaction in order to maintain competitive advantage • Good corporate governance and strong risk management 	<p>Please study contents of the Sustainability Report 2020</p>

5 Society and Environment

Manner of Participation With Stakeholders	Opinions and Expectations of Stakeholders	Examples of the Company's Ways of Meeting Needs
<ul style="list-style-type: none"> • Operation of the Company's project and Magic Eyes project which focuses on reduction of plastic bag usage to reduce environmentally harmful waste • Communicate, provide advice and knowledge on financial planning through digital media, electronics channels and insurance agent and financial advisor channels • Survey of community and society's requirements • Encourage business partners to collaborate in social activities together with the Company • Enhancement of Thai traditions and cultures • Use of technology to reduce usage of natural resources 	<ul style="list-style-type: none"> • Support knowledge sharing of financial planning • Increase opportunities to widely access life insurance • Support and encourage knowledge on health • Consider effects of business operations on community and environment • Enhancement of Thai traditions and cultures • Utilize technology to reduce usage of natural resources 	<p>Please study response details under the heading:</p> <ul style="list-style-type: none"> • Share knowledge on financial planning and life insurance business • Increase opportunities for widespread access to life insurance • Encourage youth activities • Promote public health • Environmental management and awareness in loving and caring for the environment

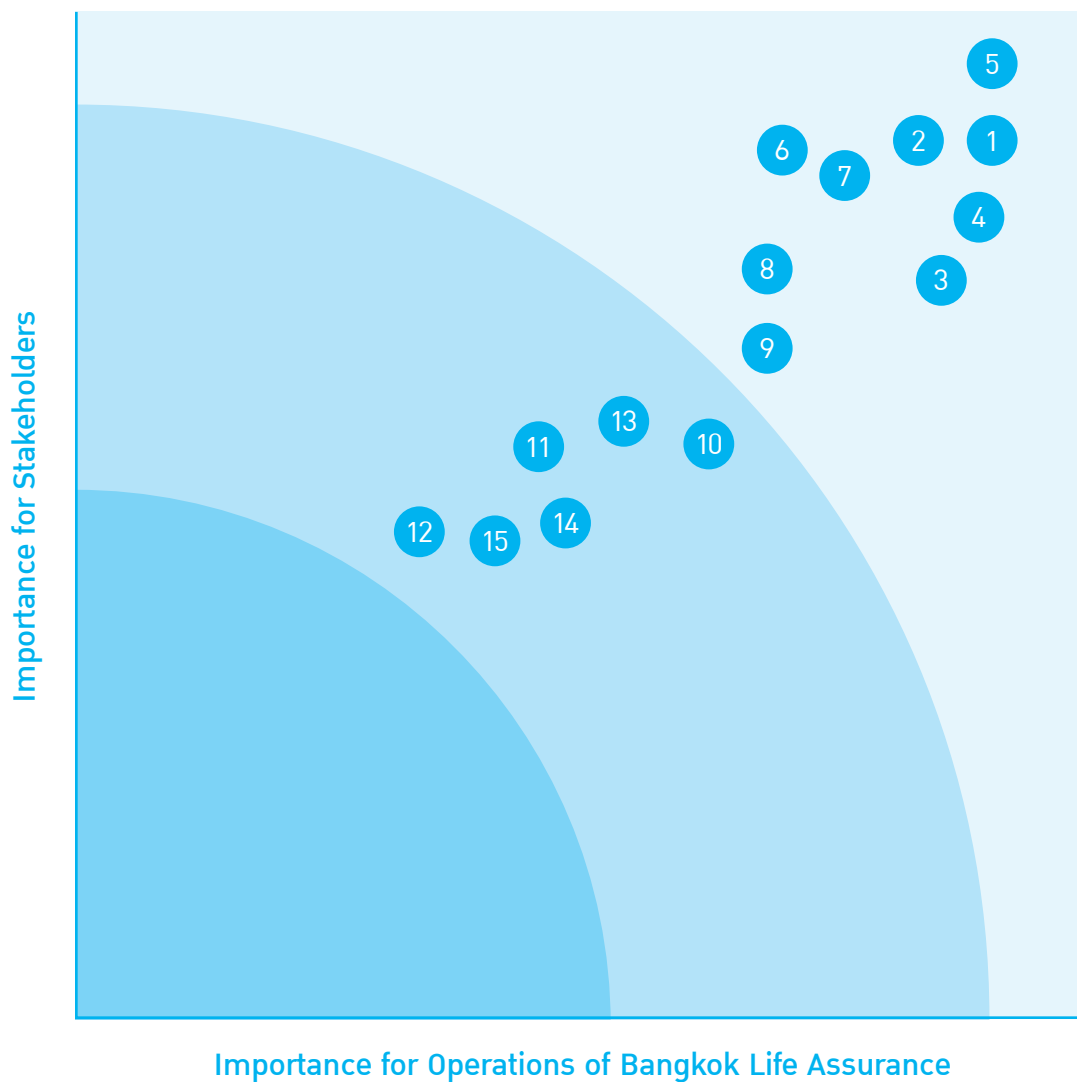
6 Regulatory Agencies

Manner of Participation With Stakeholders	Opinions and Expectations of Stakeholders	Examples of the Company's Ways of Meeting Needs
<ul style="list-style-type: none"> • Constantly coordinate with corporate regulatory agencies • Participate in corporate regulatory agencies and other government agencies' meetings concerning policies • Cooperate in audits and inspections by regulatory agencies • Actively participate in guidelines and regulations under development and improvement • Voice opinions through various public forums 	<ul style="list-style-type: none"> • Operate business according to good corporate governance and adhere to good governance guideline • Improve business operations to be in line with the regulations and intendments of the relevant laws • Increase opportunities to widely access life insurance 	<p>Please study response details under the heading:</p> <ul style="list-style-type: none"> • Good corporate governance and strong risk management • Data security and digital operating system • Personal Information Management • Upgrading marketing behavior in insurance business • Give opportunity to widely access life insurance

Assessment of Sustainability Aspects

	Share-holders	Agents / Financial Advisors	Em- ployees	Business Partners	Customers	Community / Society / Environment	Government Agencies / Regulator Agencies	Inves- tors
Economy								
1. Creating products which support comprehensive financial planning		X			X	X	X	
2. Customer-centric service development					X			
3. Adaptation to digital age		X	X	X	X			
4. Generating balance of income from various channels		X	X	X	X			
5. Good corporate governance and strong risk management	X	X	X	X	X	X	X	X
6. Data and digital operating system security		X	X	X	X		X	
7. Personal information management		X	X	X	X		X	
8. Improvement of marketing behaviors of insurance business		X		X	X		X	
Society								
9. Enriching the potentials and taking care of the organization's employees		X	X					
10. Sharing knowledge on financial planning and insurance business		X	X	X	X	X		
11. Providing widespread opportunity in accessing life insurance		X			X	X		
12. Supporting youth activities						X		
13. Enhancing public health			X		X	X		
Society								
14. Environmental management						X		
15. Fostering awareness of loving and caring for the environment		X	X	X	X	X		

Prioritizing sustainability issues



Bangkok Life Assurance PCL supports the United Nations Sustainable Development Goals




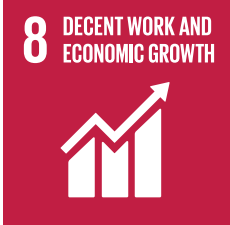
(United Nations Sustainable Development Goals: UN SDGs)



THE GLOBAL GOALS





Bangkok Life Assurance PCL has started to adopt SDGs as part of the Company's implementation process, and the following 10 goals out of the total of 17 goals are implemented:

Bangkok Life Assurance and United Nations Sustainable Development Goals: UN SDGs

United Nations Sustainable Development Goals	Company's Implementation	Significant Connection to Sustainability Issue
<p>Goal 1: No Poverty</p> 	<p>Encourage people to take out life insurance coverage appropriate to their financial status and value of life to manage their own and their family's risk in case of unforeseen incident and educate customers and people of every age range up till retirement age on financial planning through various channels.</p>	<ul style="list-style-type: none"> • Creating products which support comprehensive financial planning • Sharing knowledge on financial planning and life assurance business • Providing widespread opportunity in accessing life insurance
<p>Goal 3: Good Health and Well-being</p> 	<p>Promote financial knowledge and long-term financial planning as well as healthcare</p>	<ul style="list-style-type: none"> • Design comprehensive products which enhance financial planning with their broad versatility • Provide knowledge on financial planning and life insurance business • Enhance public health
<p>Goal 4: Quality Education</p> 	<p>Development of personnel, insurance agents and brokers and promote knowledge acquisition</p>	<ul style="list-style-type: none"> • Enhance potentials and take care of organization's personnel • Educate on financial planning and life insurance business • Develop potentials of insurance agents / financial advisors / business partners (under the topic Generate balance of income from various channels)
<p>Goal 8: Decent Work and Economic Growth</p> 	<p>Present life insurance and comprehensive investment products to all customer groups of all age ranges which creates economic security and employment nationwide. Furthermore, the Company has a fair employee hiring process as well as personnel development process. We have also created a safe work environment suitable for good quality of life for all our employees and hire people with disabilities.</p>	<ul style="list-style-type: none"> • Design comprehensive products which enhance financial planning • Development of customer-centric services. Recruitment and maintenance of people with potentials • Development of potentials and maintenance of the organization's personnel

United Nations Sustainable Development Goals	Company's Implementation	Significant Connection to Sustainability Issue
<p>Goal 9: Industry, Innovation and Infrastructure</p> 	<p>Create technologies for accurate, convenient, and efficient services to meet the needs of the organization's personnel and customers as well as promote extension of innovation.</p>	<ul style="list-style-type: none"> • Adaptation to digital technology • Safe data and digital operational process • Management of personal information
<p>Goal 10: Reduced inequalities</p> 	<p>Promote youth education; promote saving</p>	<ul style="list-style-type: none"> • Educate knowledge on financial planning and life insurance business • Give opportunity for widespread access to life insurance • Promote youth activities • Design comprehensive products which enhance financial planning
<p>Goal 12: Responsible consumption and production</p> 	<p>Promotion of services through online channels without any need to appear in person, which saves energy resources; and develop tools and campaign for paperless transactions</p>	<ul style="list-style-type: none"> • Adaptation to digital era • Management of environment and create awareness to love and care for the environment
<p>Goal 13: Take urgent action to combat climate change and its impacts</p> 	<p>Determined to be a part in reducing impacts from climate change through the most efficient handling of resources within the organization as well as encouraging employees' awareness of the significance of the impacts and jointly reduce these impacts through participation in various activities.</p>	<ul style="list-style-type: none"> • Adaptation to digital era • Management of environment and create awareness to love and care for the environment

United Nations Sustainable Development Goals	Company's Implementation	Significant Connection to Sustainability Issue
<p>Goal 15: Life on Land</p> 	<p>Reducing the use of or recycling materials in order to use natural resources worthily and appropriately to reduce long-term impacts</p>	<ul style="list-style-type: none"> • Management of environment and create awareness to love and care for the environment
<p>Goal 17: Partnerships for the Goals</p> 	<p>Collaborating with partners in creating access to financial products by target group and providing quality services which meet the needs in every aspect.</p>	<ul style="list-style-type: none"> • Design comprehensive products which enhance financial planning with their broad versatility • Enhance customer-centric services • Adaptation to digital era • Generate balance of incomes from various channels • Promote public health • Management of environment and create awareness to love and care for the environment

Driving a Sustainable Future

The Company has formulated goals for business operation for Driving a Sustainable Future through the following 5 determinations:



through comprehensively designed and improved products which meet the needs of every group of customers and are accessible by people of every station in life.

with the duty of presenting products, passing on financial planning knowledge, and establishing life assurance for people in the society.

the Company is aware of its part in improving environment and society sustainably through the role of investing in businesses that give precedence to corporate governance, business ethics, and social and environmental care.

the Company is determined to develop employees' potentials, care for their well-being, and create employee engagement, as employees are important assets and are behind the sustainability of the business.

the Company operates business while considering being part of and generating value for society, develop and take care of the environment through various activities and innovations in order to create a sustainable society and environment.

The Company believes that operating business by adhering to the above intentions through the key performance indicator (KPI) covers both the economic dimensions such as income from life insurance premiums, value of new businesses, profit margin, and the social and environmental dimensions such as employee engagement, customer satisfaction, promotion of digital tool usage to reduce natural resource usage that will have effect on the performance appraisal of the Chief Executive Officer, top executives, and employees, as this KPI not only is a measurable value that demonstrates how effectively a company is achieving key business objectives but it also helps establish the role of the Company with its help in the developing the society, environment and stakeholders, and be the starting point in driving a sustainable future for the Company.

A COMPANY THAT PRODUCES FINANCIAL ADVISORS CHOSEN BY CUSTOMERS



DESIGNING PRODUCTS WHICH COMPREHENSIVELY SUPPORT FINANCIAL PLANNING

The Company is determined to present products and services which can meet the needs of customers in every income group to give opportunities to every group of customers to access the Company's products and services. The Company has developed customer-centric products and has presented the products and services through channels which support easy and convenient access and in addition has increased customer satisfaction by analyzing information on in-depth behaviors and needs of customers in order to design and develop products which can promptly meet the needs of every group of customers.

The Company has developed insurance programs which meet the needs of customers of every income group and every age range with the following life protection products, pre-retirement products, health and critical illness products:

Value packages for valued clients

	Protection	Savings	Pension	Health	Critical Illness
Low-income clients	BLA Whole Life 99/99* Huang-rak Premiere	Bangkok 118 BLA Happy Saving 25/15 (Par)		Health Insurance 2011 BLA Raksukapab	BLA Aunjai Rok-rai
Middle-income clients	Huangrak Premier 9901 (Par) Huangrak Premier (Par) Huang-rak Smart	BLA Happy Saving 18/10 (Par) BLA Happy Saving 208	BLA Pension 99	BLA Happy Health BLA Health Plus	BLA Aunjai Rok-rai BLA Cancer Max
High-income clients	BLA Prestige life 9901 (Par) BLA Prestige life (Par)	BLA Happy Saving 14/7 (Par) BLA Happy Saving 126	BLA Pension 99	BLA Prestige Health	BLA Cancer Max BLA Smart CI

*Must be purchased with Riders only.

Product to ensure financial security after retirement

With the tendency for Thailand's elderly population to increase continuously by having a longer life and the expectation that Thailand will enter the super-age society from 2030 onwards with senior citizens aged over 60 years comprising more than 20% of the total population, the Company sees the importance in helping create financial security for people by sharing knowledge and understanding concerning the value of financial planning during working age so that people will have adequate time to save and to make the saving a source of reserved money for use during retirement. Furthermore, in the case of families, the Company encourages the public to appreciate the benefits of having life insurance especially to protect and create security for loved ones in case the head or a member of the family passes away untimely. During the past, the Company has engaged in various aspects to encourage people to create financial security after retirement such as our retirement program, BLA Pension 99, designed to prepare for life after retirement where pension will be paid from age of 60 up to age of 99 years. The Company has also extended the insurable age to support senior citizens from the former insurance program where coverage age was up to 65 years to a higher age range.

Ratio of insurance program with coverage up to 80 years and over, through insurance agent channel for 2020.	
Aged 80 years and over	68%
Aged 90 years and over	45%

Health Promotion Products and Prevention of Problems concerning Medical Treatment Expenses

Having a healthy quality of life with good hygiene will help people and the community to be creative and able to efficiently undertake business according to their roles and duties in society. The Company has therefore designed projects which help improve quality of life especially in promoting good health together with sharing knowledge concerning healthcare and exercises with the aim to improve people's living and eating habits, and encourage disciplines in exercising in order that the people and the community can sustainably enjoy a strong, healthy living.

Besides, with the new Covid-19 pandemic situation and the risk factors that create additional diseases such as the surge of dust pollution together with the higher medical treatment expenses, consumers have become more aware of the needs to have health insurance planning and risk protection by buying health insurance coverage. In this respect, the Company has designed comprehensive health insurance products which can be accessed by people of every age range, gender, and unexpected expenses which may occur, with reasonable insurance premiums as follows:

	Health Insurance 2011	BLA Raksukapab	Health Plus	BLA Happy Health	BLA Prestige Health
Insurable Age	1 month – 80 years	6 years – 80 years	6 months – 80 years	11 years – 99 years	11 years – 99 years
Nature of Protection	Medical treatment expenses according to type of treatment	Payable according to proportion of treatment	Lump sum payment	Payment per actual cost at total maximum benefit of 5 million baht	Lump sum payment High medical treatment coverage
Area of Protection	Thailand	Thailand	Thailand	Thailand	Worldwide



In this respect, apart from the comprehensive health insurance programs for people of every level, the Company had cooperated with business partners that carried out researches on the benefits of walking for health in order to develop BLA Smart CI insurance program which encourages policyholders to regularly walk for health because walking or running will enable the body to lower the biological age against its real age as well as reduce risk for diseases, strengthen the bones and muscles, help to sleep better, reduce depression, worries and stress. Policyholders are able to download the mobile application BLA Healthy Life to interpret the result of your walking into points which can be used to reduce insurance premium or exchanged for various special privileges easily exchanged through the application. Furthermore, it will help users have an aim for exercising and a much better health.



In order to create access to financial planning service and life insurance and encourage every group of people to be able to equally have access to the service, the Company had designed an insurance program which gives life coverage as well as coverage for basic illnesses for most of the population; for instance, BLA Aunjai Rok-rai which has a life coverage of 50,000 baht and coverage for dread diseases starting at 100,000 baht up to 90 years of age. The insurance premium is constant throughout the contract at 1,525 baht per year. This will enable most people to access life coverage and basic dread diseases.

โครงการ บีแอลเอ อุ่นใจ โรคร้าย

คุ้มครอง มะเร็ง และ
กลุ่มโรคร้ายแรง รวม 11 โรค
นานถึงอายุ 90 ปี

- ✓ เริ่มต้นเพียง 1,525 บาท/ปี*
- ✓ ลดหย่อนภาษีได้

BLA Aunjai Rok-rai Program

Coverage ages	20 - 90 years
Assured sum - life	Starting at 50,000 baht
Insured sum – dread diseases	From 100,000 baht – 3,000,000 baht 5 groups of dread diseases totaling 11 diseases
Constant insurance premium, starting at	1,525 baht/year (age 20 years, male)

SERVICE ENHANCEMENT THROUGH CUSTOMER-CENTRIC SERVICE

The Company is focused on the quality of our service both before and after sales by enhancing the potentials and attention of our employees, insurance agents and financial advisors as well as adaptation of using technology and innovations to create products and services capable of meeting the actual needs of customers. These are achieved by using the system of rendering service on which the Company places importance both by maintaining security and privacy for a service which is speedy, correct, accurate and convenient to use and covers the efficiency of operation of the Company, business partners, and partnerships in the chain, or the process of sustainably transmitting the best experience to our customers, including channels where customers can voice their opinions and suggestions for our further and continuous development and improvements of the Company's products and services.

Create a customer-oriented culture

Give importance to suggestions from customers

The Company gives importance to enhancing our services through our yearly customer satisfaction survey and customers' suggestions and assigns the increase in Net Promoter Score (NPS) as one of the organization's main indicators. In 2020 the Company utilized customers' suggestions to improve our service processes in the following 2 parts:

1 Upgrading our claims service

With Fax-claim, our customers do not have to advance money for their medical expenses as the Company has improved the claims system between hospitals and the Company so that hospital officials and our claims personnel may be able to communicate promptly through real-time notification where information on the claim rights is shown through the system. This way the hospital official may check the claim rights of the customer without having to contact our Company by phone or by fax, resulting in the claim process being accurate

and faster. The Company furthermore conducts a customer satisfaction survey concerning the Fax-claim after the service has been carried out to make sure that the customer has received a quality service and so that any problem which has arisen may be solved promptly.

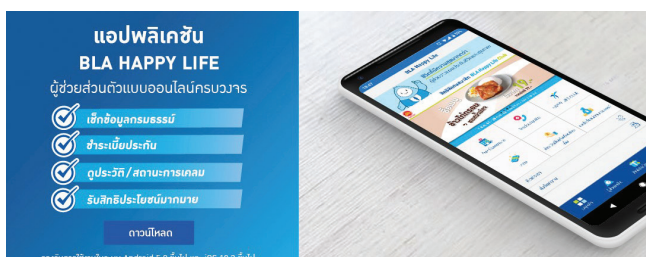
Moreover, with respect to reimbursement, the Company has also developed a system for customers to make claims electronically through E-Claim.



2 Upgrading transactions through Online channels

The Company has focused on additional services through online channels, whether they be “Smart Customer” Website, “BLA Happy Life” mobile application or LINE Official Account to facilitate providing service through smartphones or customers’ mobile devices all the time and everywhere. Additionally, the Company has continuously improved our various service systems, and in 2020 the BLA Happy life application has been augmented with BLA e-Service to be more wide-ranging with the service of changing information on the electronic insurance policy (E-Pos) and electronic claim service through (E-Claim) so that the mobile application BLA Happy Life now includes diversified services such as making payment, accepting electronic policy, making changes of information in the policy, making claims, and checking policy information, information on network hospitals.

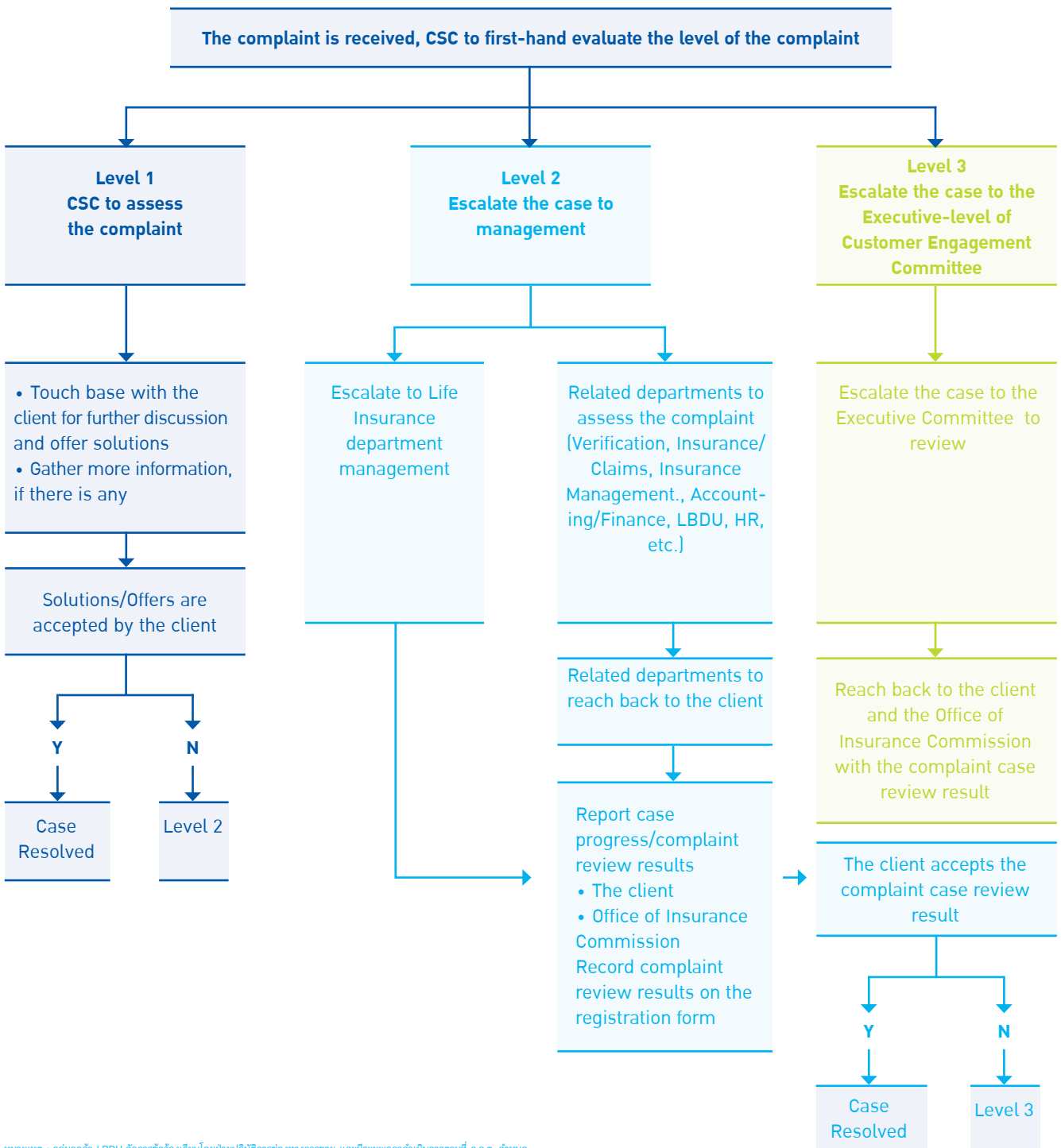
As at the end of 2020 there were approximately 163,253 Mobile Application downloads and 3.58 million LINE Official Accounts respectively. The Company places importance on upgrading transaction process and services with innovations and modern technologies which can generate good experiences and really meet the different needs of customers of each group.



Giving Importance to Complaint Handling

The Company gives importance in listening to customers' opinions and feedbacks and have extended our Complaint Channels to include the Head Office, Branch Offices, and Customer Service Centers besides improving the customer complaint process system so that complaints can be solved promptly after receiving them. The Company has adopted the system of taking action to the feedback submitted by customers or the Closed Loop Feedback System via the Customer Engagement Committee. This enables checking and monitoring of the problem-solving or the complaints and finding ways to prevent recurrence of the complaints so that the service can be continuously and quickly improved (for policies which need no health examination). Complaints can then be turned into opportunities in accessing security through life insurance and help increase the channel of the public's access to financial service.

Customer Complaint Management Flow Chart
Customer Service Center : CSC



หมายเหตุ : กลุ่มลูกค้า LBDU จัดการข้อร้องเรียนโดยผ่านปฏิบัติการช่องทางราชการ และมีระยะเวลาดำเนินการตามที่ ก.ล.ต. กำหนด

Additionally, the Company has expanded the customer service area in our new Head Office and prepared visitor parking spaces to make it convenient for customers who contact our Service Center at the Wongsawang Head Office.



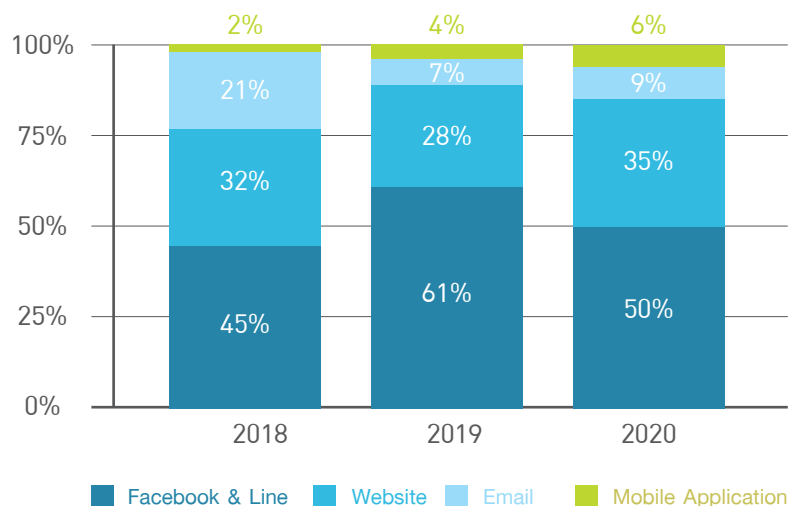
Enhancement of Service

Upgrade of Service Channels

The Company has modified and improved our service process and made it more convenient for customers to contact our Call Center by expanding the service to 24 hours. Close follow up of the Call Center’s operations has been organized, with a set target to control the number of abandoned calls. In addition, the Company regularly checks customer satisfaction with our service center in order to control the quality of the service.



Besides telephone contacts, the Company has specified that customer services be available to customers via many other channels, for instance; Customer Service Center, Mobile Applications, Company’s Website, Facebook and LINE so that service is extensive and same standard. In this respect, the drive to use mobile applications with the added functions implemented last year made the proportion of mobile application usage slowly but steadily increase year by year.



Development of Network Hospital System

To satisfy the various needs of customers, the Company is collaborating with 300 leading hospitals nation-wide to give extensive services to customers in every region. Furthermore, special services will be rendered to the Company's customers who select treatment at the Company's contract hospitals, for instance; not having to advance medical treatment expenses when being treated at the contract hospitals. The Company has made memorandum of understanding (MOU) with various hospitals to expand these services.



Bangkok Life Assurance PCL and World Medical Hospital signed a Memorandum of Understanding (MOU) to render convenience and present high-quality health service to insured customers

In addition, the Company had presented the BLA Smart Hospital Awards to our contract hospitals for the second year in order to upgrade services in various aspects which are of benefit to policy holders of the Company's health insurance. The BLA Smart Hospital Awards 2020 had been augmented by an Honorary Award for Outstanding Contract Hospital on Health Insurance, making altogether 6 types of awards, totaling 12 awards according to assessment of cooperation of relevant officials and from our various customers who used the service of the hospitals in various aspects. The following awards were presented:

SMART Utilization Management Award	Samitivej Sukhumvit Hospital Phyathai 2 Hospital
SMART Cooperation Award	Bumrungrad Hospital World Medical Hospital
SMART Claim Excellence Award	Ramathibodi Hospital Bangkok Hospital
SMART Financial Management Award	Mongkutwattana Hospital Overbrook Hospital
SMART Check Up Service Award	Bangkok Hospital Khonkaenram Hospital
SMART Customer Service Excellence Award	Bangpakok 1 Hospital Bangkok Hospital Phitsanulok

Enhancing System for Servicing Customers in the Health Group

The Company is cooperating with the network owner company which gives worldwide assistance service under the BLA EveryCare project where health insured customers can receive necessary supplementary service the entire 24 hours covering every area worldwide. In 2020, with regard to the service during the Covid-19 pandemic, the Company introduced various online service systems for use by our customers as well as all the public. The Company extended the BLA EveryCare service with the doctor online service (Teleded Plus) through the co-operation with our Partnership Hospital network nationwide without having to go to the hospital. This was done with online communication technology, coupled with medicine delivery service nationwide. Bangkok Life Assurance customers who have health insurance covering OPD either under ordinary policy or group policy and have medical history with the hospitals participating in this project may take advantage of the doctor online service and place claims for doctors' fees, nurses, medicines and medical supplies according to the coverage under the conditions of the policy.

Thus, the services our customers will totally receive under the BLA EveryCare project comprise:

- **EveryCare Before:** The medical counsel service via telephone both within Thailand and while being abroad
- **EveryCare Special:** Emergency medical service (Medivac), Health Information Service Center (Health Partner), Doctor Online (Teleded Plus), Service for getting 2nd opinion from specialists on orthopaedics arthronosos, rheumatoid arthritis (Bumrungrad) (2nd opinion), Service for increasing amount for cancer treatment and Service for advancing money in case of necessity in receiving inpatient treatment (IPD) while being abroad for those policyholders who have policies with these coverage conditions.
- **EveryCare After:** The service for preparing the insured for hospitalization and Service to coordinate with caretakers during rehabilitation period

BLA EveryCare
Every step, We care

**BLA EveryCare supplementary health service,
Looks after you every moment, 24/7**

- EveryCare Before
- EveryCare Special
- EveryCare After

MORE DETAILS

EveryCare Before
บริการทางการแพทย์ผ่านโทรศัพท์มือถือ 24 ชั่วโมง ครอบคลุมทุกพื้นที่ทั่วโลก

EveryCare Special
บริการช่วยเหลือฉุกเฉิน 24 ชั่วโมง

- บริการรถพยาบาลฉุกเฉิน
- บริการส่งยาฉุกเฉิน
- บริการส่งยาฉุกเฉิน
- บริการส่งยาฉุกเฉิน
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- บริการส่งยาฉุกเฉิน
- บริการส่งยาฉุกเฉิน

EveryCare After
บริการช่วยเหลือฉุกเฉิน 24 ชั่วโมง ครอบคลุมทุกพื้นที่ทั่วโลก

อยู่ห่างกัน ดีต่อสุขภาพกว่าที่คิด

- BLA EveryCare
- ห้องฉุกเฉิน 24 ชั่วโมง
- ส่งยาฉุกเฉิน
- บริการรถพยาบาลฉุกเฉิน
- บริการส่งยาฉุกเฉิน
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- บริการส่งยาฉุกเฉิน
- บริการส่งยาฉุกเฉิน

02-777-8888 | www.bangkoklife.com

BLA Health Partner
ศูนย์บริการข้อมูลสุขภาพ 24 ชั่วโมง

BLA MEDEVAC HOTLINE
02 777 8900
บริการรถพยาบาลฉุกเฉิน

เพิ่มบริการใหม่

The Company strives for Pension, Health, and health care service products to have a role in enhancing the quality of life and reducing personal expenses of senior citizens as well as alleviate the burden of the government's health care expenditures in the long run.

Bangkok Life Assurance, in conjunction with Bumrungrad Hospital, presents health care service under the "2B Care Privilege" project by providing palliative care/treatment at a package price with a special discount for inpatients and outpatients as well as car transport service in Bangkok and surrounding provinces in case of admittance as inpatient and upgrading of accommodation for BLA Prestige Health policy holders. Significantly, the amount of cancer treatment will be increased by 20% for BLA Cancer Max policy holders when being treated at Bumrungrad Hospital together with special privileges of using the Napa Lounge Bumrungrad and 2-way limousine transport service.



โครงการ 2B Care Privilege ของขวัญสุดพิเศษ

จาก กรุงเทพประกันชีวิตและโรงพยาบาลบำรุงราษฎร์
ยกระดับบริการด้านสุขภาพแบบเหนือระดับ
แก่ผู้ถือกรมธรรม์



In 2020, BLA EveryCare had more than 60,000 customers who could use the services which covered customers from various channels.

Providing service on other services

Apart from offering all the services mentioned above, the Company also provides contact information such as the Company's branch offices or contract hospitals. Customers may use the mentioned channel for searching anywhere and at all times. Apart from this, the Company offers a download service for various documents and forms, for instance; document verifying payment of insurance premium, form for request for information changes in a policy, for convenience in making various transactions.

Enhancing customer relationship with policyholders

In 2020 the Company established a Bridging Loan project to give opportunity to the insured whose policies matured in 2020 to be able to buy new policies without having to make additional payment up to 30 November 2020. The insured may use the rights to take out a loan on the original policy for making the first premium payment of the new policy and the insured would be eligible for exemption of interest on the loan from the policy for up to 6 months from the date of the loan according to the conditions specified by the Company.



ข่าวดี! ขยายระยะเวลา
โครงการ Bridging Loan
คุ้มครองต่อเนื่อง ไม่ต้องจ่ายเบี้ยเพิ่ม

สำหรับลูกค้าที่มีกรมธรรม์
ครบกำหนดสัญญาภายในปี 2563

>> วันนี้ - 30 พ.ย. 63

- ✓ ซื้อกรมธรรม์ใหม่ ไม่ต้องจ่ายเพิ่ม
- ✓ ใช้สิทธิกู้ยืมเงินตามกรมธรรม์เดิม
- ✓ ยกเว้นดอกเบี้ยเงินกู้ สูงสุด 6 เดือน
- ✓ ให้สิทธิครอบครัวได้ (พ่อ-แม่ บุตร สาขี-ภรรยา)

Bangkok Life Assurance has established the BLA Happy Life Club for customers and their family for customers' satisfaction in accessing financial and health planning efficiently through various customer projects and activities which enhance happiness for the family, financial knowledge and well-being. In 2020 the following activities and services were organized:

- **Enhancing financial knowledge:** Various activities that increased knowledge were organized by the Company such as the nationwide Money Expo as well as financial planning service by the Company's insurance agents and financial advisors. The Company also produced a magazine to assist customers gain financial and other knowledge.
- **Health promotion:** The Company organized an annual checkup project for specifically qualified customers, established the BLA Healthy Station to impart informative knowledge and health services and also improved the BLA EveryCare project to supplement health care service for customers.
- **Special Privilege Service and Customer Appreciation Activities (CRM):** Customers may exchange points for privileges everywhere and all the time and can follow news of activities which the Company has prepared for customers or choose to read E-Magazine as well as use the Personal Assistant service 24 hours a day. All these services are available at customers' fingertip on the mobile application BLA Happy Life and Line Official Account.

DIGITAL TRANSFORMATION

Presently, digital technology has a very significant role in business operations and creates competitive edge. The Company has specified policies for Digital Transformation in order to develop digitally through the creation of comprehensive digital platform as well as the creation of life insurance ecosystem to upgrade the life insurance service and enter the paperless society in the future.

In order that the application of digital technology in the organization will fulfill the business operation strategies efficiently both on the operation side and on the application from various information to support the environmental changes in business operation and the changed consumer behaviors as well as helping to support new businesses of the future which will result in competition and sustainable growth of the business, the Company has therefore made a plan to develop the digital infrastructure to support both the short-term and long-term operation strategies of the Company, with the period of Action Plan being 3 years from 2019 - 2021.

This digital Action Plan has been divided into 7 parts, starting from laying the foundation of relevant work systems up to the development of the organization's personnel as follows:

1. **Data Management Foundation System** This is a development of the data bank system and tools used for managing the format including suitable and efficient data transmission to support the analytical work.
2. **Tracking Online Data** to improve and develop the system and display format that conform to and support the needs of users.
3. **Personalized Customer Journey** To be able to present information corresponding to customers' interest as well as offer good experience to existing and potential customers.
4. **AI Projects for Backend** to use for analyzing and assessing information as well as help support service work.
5. **Digital Transformation and AI Training** using technology to increase efficiency as well as training organization's personnel to create understanding and increase skills for the new work format.
6. **Build an In-house Team with the ability to use analytical skills** to develop and drive the organization's technologies.
7. **Develop an AI Strategy and Develop Internal and External Communications** for drive efficiency

In 2020 the Company prepared a system structure to lay the structure and develop connecting digital work systems through many projects, comprising:

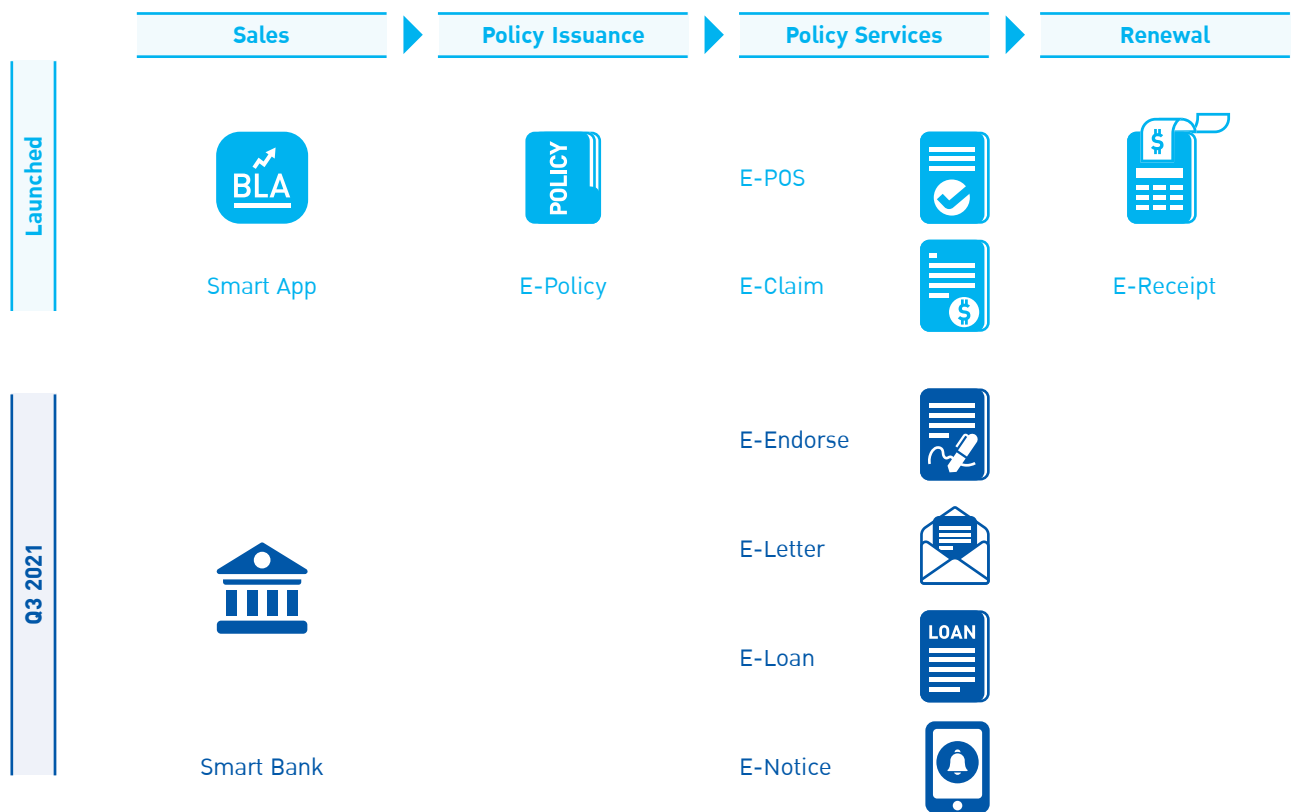
Development of organizational work system

The Company is determined to develop an organizational work system that focuses on waste reduction, reducing unnecessary steps or work processes as well as utilizing technology such as Robotic Process Automation (RPA), Machine Learning, and applying Automation system to upgrade and improve efficiency of work process so that products and services can be offered to customers conveniently and speedily. A target has also been set for our Company to fully be a Lean Organization within the year 2024.

Establishing a process for paperless services

The Company is determined to be a company whose system can give 100% paperless policy services to customers within 2021 and has a long-term work plan of campaigning for both customers and insurance agents to increase the use of such work system which will lead to a complete paperless state.

Paperless Flow



Presently, the following systems have been adopted:

- The Company has an online service system which encourages insurance agents to prepare offers, applications, up to the process of accepting payment online through the Smart App platform which can reduce paper usage by 10 sheets per preparation of 1 application. During this past year the insurance agents had proceeded with utilizing as much as 59% applications through Smart App.
- The Company has a service for accepting policies in the electronic format (E-Policy). Customers may choose to accept E-Policy through their personal email which enables reduction of paper usage by 50 sheets per 1 Policy booklet. In this past year, 1% of customers requested to get e-Policy.
- Service in changing information in the electronic insurance policy (e-Pos). The customer may change information in the Policy through the mobile application BLA Happy Life and Smart Customer Website which enables reduction of paper usage by 1 - 2 sheets per 1 transaction. This past year 9.6% of customers made use of this service.
- E-Claim. Customers may make claims through the BLA Happy Life mobile application and Smart Customer Website, which enables reduction of paper usage by 1 - 3 sheets per 1 transaction. This past year 1.3% of customers used this service.
- E-Receipt service. Customer may choose to accept electronic receipt for premium payment through their personal email which enables reduction of paper usage by 1 sheet per transaction. In this past year, 1.7% of customers used this service.

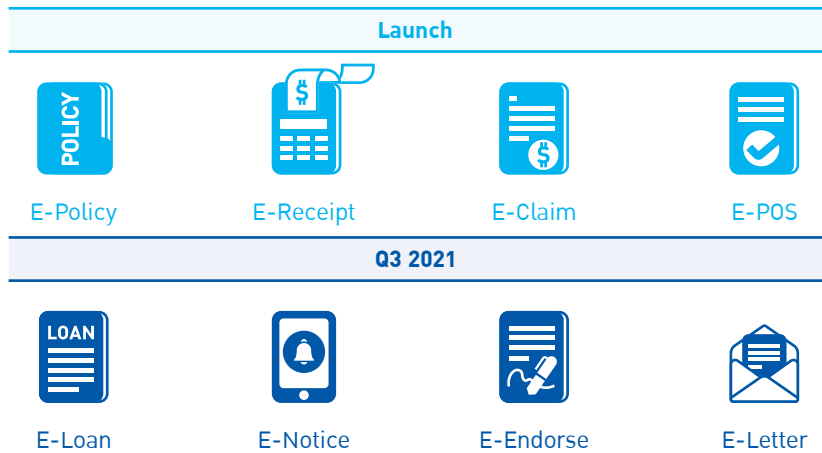
Service	Percentage of Service Usage	Target for 2021
Smart App	59.0%	85.0%
E-Policy	1.0%	5.0%
E-POS	9.6%	12.0%
E-Claim	1.3%	2.0%
E-Receipt	1.7%	5.0%

Within 2021, the Company will develop the system to increase online services to include the following services:

- E-Loan: Policy loan in electronic form
- E-Notice: Electronic premium due date notification
- E-Endorse: Electronic endorsement
- E-Letter: Electronic letter notifying status of Policy

The Company has set a long-term target to campaign for 100% paperless life insurance transactions.

Customers Support



Establishing a tool to promote wealth and health for customers

The Company would like to upgrade the customer's financial planning service through the Financial Health Check Platform where customers may fill in information concerning their incomes, expenses, retirement savings plan, education expenses plan, and search for life insurance products, Unit Linked products as well as suitable health coverage through the mentioned convenience tool.

In respect of health, the Company had launched the BLA Healthy Life Mobile Application in 2020, using the system to increase value for the products. Customers who buy BLA Smart CI coverage may use this mobile application which can count the steps taken by the customers and calculate their biological age, then it will translate the calculated result into scores which can be exchanged for various special privileges or exchanged to use for insurance premium reduction.

Company's Data Management

Apart from providing service through digital channel where customers can carry out various transactions by themselves, the Company has proceeded to install a Data Warehouse as well as added and corrected information in the database to ensure that it is accurate and current so that various agencies may use the information conveniently and speedily. Customers' information had been analyzed in order to offer appropriate insurance product through the Existing Customer Management (ECM) project. During the past year, customers had shown interest and again bought Bangkok Life Assurance products to the tune of more than 600 million baht.

In 2019 the Company had been certified to ISO/IEC 27001:2013 or Information Security Management System for the second time. This certification covers management and performance of the main computer center and the reserve computer centers, development of software in the life insurance business, performance of life insurance and group insurance lines, performance of branch offices nationwide so that there is safety in the storage of database system and protection of customers' information from danger of cyber threat.

In 2020 the Company was determined to reassure customers concerning online service system and had developed a new customer identity verification system and succeeded in testing the customer identity verification system together with the Bank of Thailand, Siam Commercial Bank, and relevant government agencies under the National Digital ID project to upgrade the standard in identity verification or check facts about customers who use the service of a financial institute or a government agency and help reduce steps in approval of customer's documents when requesting service usage with a financial institute, making it possible for the financial institute to have a creditable data source for use in customer identity verification according to regulations.



CREATING POTENTIAL SKILLS IN THE AGE OF Digital Culture / Big Idea / BLAST / Design Thinking

Stepping into the digital age necessitates alerting employees and agents to welcome innovation. In the past year, the Company encouraged the formation of the BLA Synergy Team, known as BLAST, which is a team that gathered the Company's new generation and gave them the opportunity to initiate, create, improve, and change work procedures within the organization as well as the services given by customer service, agents and partners to become more efficient. BLAST comprises employees from various work units, with the result that all team members are able to contribute their diversified views, expertise and skills, and these differences enabled BLAST members to help one another analyze and initiate projects that could cause changes to create energy in their design thinking which led to positive and beneficial effect on the Company.

One of the creative projects generated by BLAST was the Big Idea Competition which gave employees the opportunity of competing in presenting their concepts through the following procedures:

1. Look for problems in the work routine or in the organization, either small or large
2. Analyze the problem faced
3. Present the project by pointing out ways to solve the problem and applying innovation to carry it out.

The following first 5 winning ideas will be developed into the Company's projects:

1. Data Book and Agent Tool project from Big Data which helps warn about indemnity claim frauds.
2. Employee Relationship Enhancement project by using a wearable device to follow up employee's health data as well as work stress
3. Health Care Platform project to help facilitate employees in finding appropriate nursing homes and clinic as well as medical personnel.
4. Project to confirm receipt of Insurance Policy through Mobile Application for customer's convenience which reduces employees' work procedures as well as the use of natural resource of papers and postage/transportation costs.
5. BLA Channel Project which is communication through YouTube Channel and Facebook to let people access and become aware of the importance of life insurance; it also acts as a source of various Lifestyle information.

In 2020, BLAST Team collaborated with Human Resources and Medical Service Center and utilized the project which won 2nd place in the Big Idea Competition, that is, "Employee Relationship Enhancement Project by Using a Wearable Device" to augment the BLA Healthy Life Challenge activity to support employees' health care. The contest featured walking activity (using the mobile application BLA Healthy Life connected to the step tracking connector), weight loss activity, calorie counting from menu activity and Just Dance dancing contest activity. One hundred and thirteen interested employees participated to compete for prizes valued totally at 40,000 baht. These could be considered activities which enhanced employee health care all through 13 weeks of the contest. Employees accumulated up to 12,000 steps per week and the highest BMI reduction was 18%. This can be considered employee relationship enhancement with the Company.



Potentials Development Training Course on Design Thinking Process for Executives of all levels

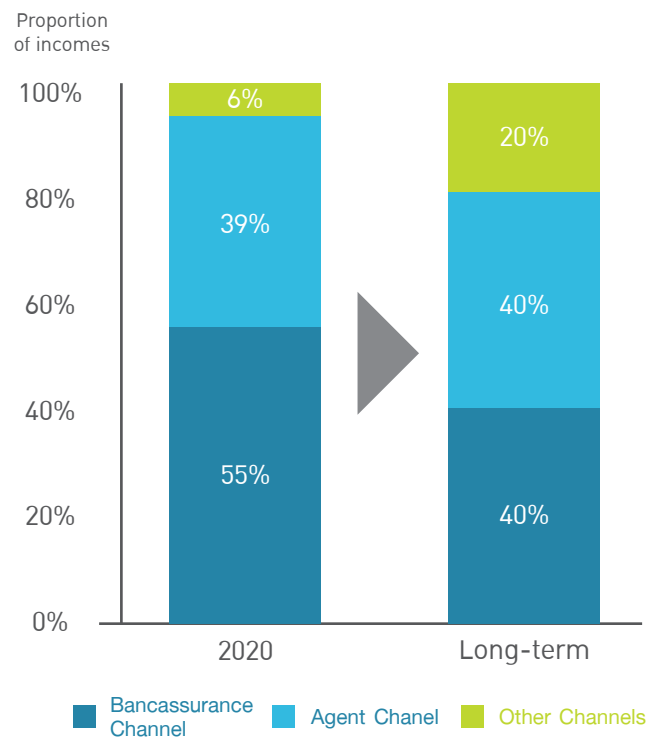
Customer needs and behaviors nowadays can change rather quickly. It is the Company's aim to instill in employees the need to understand customers' actual problems and requirements without clinging to products or services to create an efficient, new form of working process. In this way, they can present products and services which truly meet customers' needs. The Company therefore designed a training course on Design Thinking Process for employees of all levels and implanted this thinking process starting from the overall picture of understanding customers thoroughly, searching for ideas and concepts for testing, using oneself as role model, and testing the idea. The Company believes that this design thinking process will help propel employees' initiative concept, leading to innovation which will help develop and improve future operations.

A COMPANY WITH COMPREHENSIVE AND QUALITY SALES CHANNELS



GENERATING INCOME BALANCE FROM DIFFERENT CHANNELS

In order for the Company to be able to grow sustainably the Company is aware of the necessity to expand customer database and fortify the balance of insurance premiums obtained from various channels. Besides the main incomes that are derived from Bancassurance channel the Company encourages continual addition to the number of life insurance agents and financial advisors and has proceeded to expand sales channels through new business partners as well as improved the products, procedures, and sales processes through online channels to enable customers to access life insurance more easily and more conveniently. In this connection, the Company has set long-term strategies to adjust the proportions of the new sales channels to be more balanced in order to reduce the risk of depending too much on any one channel. The Company's long-term target for generating incomes from Bancassurance, agents, and other channels is the proportion of 40:40:20. In 2020, the Company's total insurance premiums received through Bancassurance, agents, and other channels showed the proportion of 55:39:6 respectively.



The Company set a target to create a balance in incomes and reduce risk of depending on any one channel

Bancassurance Channel

The Company focuses on maintaining relationship with Bancassurance channels and is open to their opinions and suggestions which are regularly used to improve products and services. During this past year, the Company has designed and improved new products which more precisely meet the needs of Bancassurance customers. For instance, Gain1st 650, the life assurance endowment product which is easy to apply as medical checkup and answers to health questions are not required. The premium is payable for only 6 years although coverage is as long as 14 years with high yields throughout the contract and an opportunity to receive dividend from the Company's investments besides the highest income tax deduction as stipulated by law. Gain1st 650 is therefore one of the new products which the Company has designed to fit the lifestyle of consumers who want to have savings and at the same time the security of life coverage.



Gain 1st
เคนพีส์ 650 (มีเงินปันผล)

- ✓ รับผลตอบแทนสูงสุด 5%*
- ✓ การันตีเงินคืนตลอดสัญญา 650%* และมีโอกาสรับเงินปันผล

สมัครวันนี้ที่ ธนาคารกรุงเทพ

*ของจำนวนเงินเอาประกันภัย • ผู้ขอเอาประกันภัยควรศึกษาและทำความเข้าใจในรายละเอียดความคุ้มครอง ข้อกำหนดและเงื่อนไขก่อนตัดสินใจทำประกันภัยทุกครั้ง • เงินไขและชดเชยเงินเป็นไปตามที่ บริษัท กรุงเทพประกันชีวิต จำกัด (มหาชน) กำหนด

Agents and Financial Advisors Channel

Enhancement of number and potentials of life insurance agents and financial advisors

To be consistent with the target of creating balance of insurance premiums, the Company proceeded to develop life insurance agents to upgrade their quality of life by supporting the development of life assurance agents and financial advisors on their career path through the Bangkok Life Smart Program. This program had been initiated from the year 2020 and presently Bangkok Life Assurance has a total of more than 10,000 life insurance agents. The Company is determined to produce quality agents and professional financial advisors and for 2021 an expected number of 4,000 quality life insurance agents and financial advisors has been targeted and the quality development of the sales team will be upgraded consistently and sustainably alongside Bangkok Life Assurance. The Bangkok Life Assurance Smart Program project gives the opportunity to choose a suitable profession for oneself comprising:

- 1. Smart Agent (SA)**, which is suitable for the new generation who wants to succeed in their profession, want time, income, and advancement.
- 2. Smart FA (SFA)** which is suitable for those who are interested in finance and investment, financial planning or in being a life insurance agent, with determination to become a professional financial advisor.
- 3. Smart Leader (SL)**, which is suitable for those who want to succeed in building a sales team that creates security and sustainability and are determined to become entrepreneurs themselves. The strong point of this project is that it is the only project that cultivates new generation executives with a plan which generate actual incomes throughout the project period of 12 months.



BLA SMART LEADER GO SPARTAN พร้อม

- ✓ แชนจ์รอมรายได้ตลอดระยะ 12 เดือน
- ✓ เติบโตการเติบโตอาชีพที่ก้าวหน้าได้
- ✓ กับโค้ชมืออาชีพที่คอยดูแล
- ✓ หลักสูตรการฝึกอบรมสร้างความเชื่อมั่นอาชีพ
- ✓ เครื่องมือการทำงานที่ทันสมัย ทำงานได้ทุกที่ทุกเวลา
- ✓ สร้างโอกาสการเป็นเจ้าของธุรกิจด้วยตัวเอง

The Company places importance on the recruitment, selection, and development of life assurance agents to have stability in their profession, at a standard that is acceptable both locally and internationally. In 2020, the Company's life insurance agents and financial advisors received awards and certificates of competence as follows:

Number of MDRT	109 persons	Number of CFP/AFPT	119 persons
Number of TNQA	165 persons		
Number of IQA	187 persons	Number of IP/IC	1,364 persons

Moreover, under the context of operating the business where technologies and innovations play a significant role in the operation of the Company and affect the needs and new lifestyles of life insurance agents, the Company has adopted technologies to help support the work of the life insurance agents with regard to storage and presentation of information to customers, participation in seminars and awareness of news that are more easily accessible for the sake of supplementing their knowledge and developing their in depth service skills through the BLA Station mobile applications and the BLA Smart Agent Website which are digital systems which have been continuously supplemented with functions to meet the needs of the agents.

Online Platform

The Company considers that digital technologies and innovations play important roles in reaching customers and support the access to life insurance services more easily and more conveniently. They also generate growth both for the Company and Thailand's economy system. In this respect, the Company has developed the Smart Insured system, an online sales channel for presenting products which fit the lifestyles of the new generation, for instance; endowment assurance plan with its tax reduction privilege, and the Critical Illnesses (CI) insurance plan which makes it possible to decide to take out insurance by oneself throughout 24 hours a day to support the changed consumer behaviors. The Company has continuously improved the process for buying insurance online to make it more convenient for customers such as the Electronic Know Your Customer (e-KYC) with its credible identification process, as well as development for improving customers' experience in using and supporting access with various equipment such as smartphone, tablet, etc.

In 2020, the Company's income from sales through online channels grew by 65%. The Company is determined to constantly develop our online sales platform to encourage access to the Company's products and generate the best experience for customers together with designing products which serve the purpose of answering all the needs of each group of customers.



Partnerships

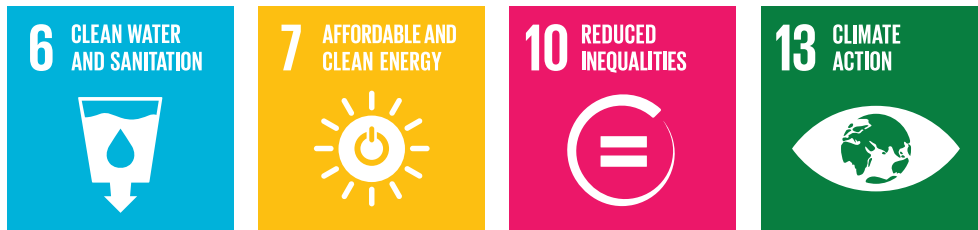
In order to enhance organizational potentials and capacities, the Company has ceaselessly been creating partnerships and cooperative network among external alliances with the hope that the cooperation will enable direct enhancement of competitive edges and channels in accessing new customer groups. In the year 2020 just past, the Company had been able to expand cooperation with 5 new business partnerships.

Other Channels

The Company has Telesales to augment our sales channel by phone, with products designed specifically for this channel to meet the needs of Telesales customer group, and incomes from the Tele channel has been continually growing. In this respect, the Company gives importance in increasing the Lead from online channels and frequently creates data partnerships to expand customer database.

In addition, the Company has expanded the sales channel for group insurance customers comprising both insurance products as welfare for company employees and also designed group insurance plans for critical illnesses which are sold directly to the group insurance members which results in lower insurance premium as there is no sales cost involved. Furthermore, the Company utilizes the skills in claims management by expanding them to include the business of transaction management service for group insurance customers in order to increase the Management Fee income for the Company.

AN ORGANIZATION THAT VALUES SUSTAINABLE INVESTMENT



SUSTAINABLE INVESTMENT

Sustainable investment refers to investments that are based on social impact considerations. In addition to entrepreneurs taking into account the return on investment and the profitability of the business - social, environmental, and good governance must also be taken seriously as well. Ultimately, these factors will contribute to sustainable growth of companies. Today's investors, especially institutional investors, and foreign investors, increase their focus onto investing in companies that own reliable business practices and care for sustainability of the business arena and its society as a whole. Investors expect the invested companies to be able to operate and be profitable sustainably, maintain good governance, contribute to the promotion and development of the society, and be able to generate appropriate long-term return of investment.

For life insurance companies that need to invest, the source of investment is rooted from policy holders' money. The company must invest appropriately in order to gain return of investment that is sufficient for the benefits to be repaid back to policyholders. Life insurance companies are therefore responsible over the policyholders' money in the long term. Hence, investment policy must be based on financial stability. Life insurance companies must be extremely careful with all investments in order to invest responsibly.

Bangkok Life Assurance PCL realizes the increasing importance of sustainable investment. The company is confident that the investment philosophy will result in a reasonable return on investment, while reducing the volatility of its long-term investment. Sustainable investment is believed to also benefit the society where both the people and businesses rely on. Therefore, the company places an increasing importance on considering social, environmental, good governance, and other fundamental factors of the partner companies when it comes to investment. The company must ensure that the securities to be invested in hold appropriate fundamentals, maintain good governance in business operations, and create a positive impact on society and the environment. The Company has been continuously investing in Thailand Future Fund, the Thai Equity CG Fund and the Green Bond of companies operating in clean energy business, details are as follows:

Our Investment in Thailand Future Fund

Thailand currently has the numbers of urgently needed development policies, especially the infrastructure development policy to support urban expansion and economic growth. These infrastructure projects are all large-scale with high investment costs. In the past, the government mainly chose investment loan as a major source of funds, causing the public debt to increase. Therefore, the government has to manage these fiscal burdens while investing in Thailand's infrastructure development. Raising funds through Thailand Future Fund was then born to play an important part in the infrastructure development projects and to improve of Thai people's quality of life. The company realizes the importance of infrastructure development of the country, government debt management capability, and improvement of the quality of life of the people, the company therefore started to invest in the Thailand Future Fund since its inception on October the 30th, 2018 and the investment is still on-going.

Our investment in Thailand Sustainability Investment (THSI) and Thai Equity CG Fund

Bangkok Life Assurance PCL recognizes the importance of sustainable investment philosophy. The company's investment analysis therefore focuses on the sustainability analysis of the companies that potentially will be invested in. The company chooses to invest in companies listed on the Thailand Sustainability Investment stock list, prepared by the Stock Exchange of Thailand. The listed companies have been selected for operating businesses that are environment-friendly, socially responsible, and manage business operations accordingly to the good governance principles. Companies that have been selected to be on the Thailand Sustainability Investment stock list are also companies that carry high potential to operate business smoothly and are ready for any future challenges. In addition, Bangkok Life Assurance PCL also invests in the Thai Equity CG Fund. The fund invests in equity securities of well-performing companies that maintain transparency in business and maintain clear risk management guidelines. Companies listed under this fund are also certified as members of the Thai Private Sector Collective Action Coalition Against Corruption (CAC), and sustain a good rating on Thailand's Corporate Governance Scoring (CG Scoring) by the Thai Institute of Directors. Bangkok Life Assurance PCL has invested in the Thai Equity CG Fund, managed by local asset management companies, since 2018.



Our investment in Green Bond for clean energy companies

The demand for renewable and clean energy, both globally and nationally, has a tendency to skyrocket. With the government's support together with the modern technology advancement, the production of renewable energy has become highly efficient and the production costs are drastically reduced. As a result, private sector is increasingly interested in investing in clean energy businesses. However, investing in green energy often requires large volume of investment fund. Private sector of Thailand therefore has raised funds through issuing bonds for environment-friendly projects. The bonds are referred to specifically as the Green Bond and they share the same characteristics as general bonds.

The company continuously supports environment-friendly businesses through investments in Green Bond for alternative energy business groups, such as solar energy, wind energy, and other types of energy related to environmental conservation. The company started its continuous Green Bond investment in 2015.

Investment ratio at the end of 2020 fiscal year

- Bangkok Life Assurance PCL's investment asset at the end of 2020 amounted THB 330,210 million, divided into: 49.0% Government bond investment, followed by the two highest investment forms of 31.0% in private bonds and 8.5% of equity instrument, respectively.
 - The ratio of private equity securities in companies under THSI compared to the total investment of all private equity securities investment = 73.87% (Year 2019 = 61.47%)
 - The ratio of the Thai stock market investment under THSI compared to the total amount of all Thai stock market investment = 67.84%
-

AN ORGANIZATION THAT CARES FOR EMPLOYEES



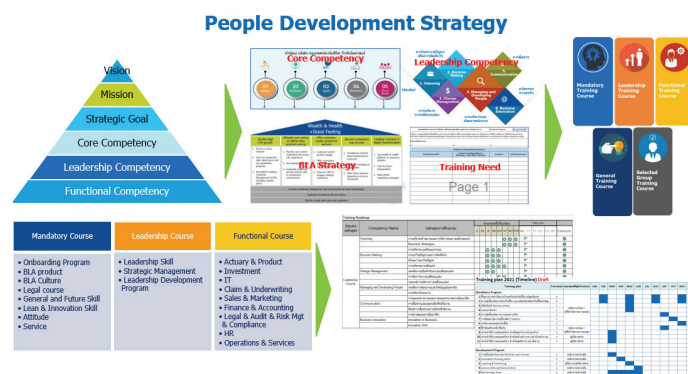
COMPETENCY DEVELOPMENT AND EMPLOYEE RETENTION

Human Resources Development/Human Resources Planning

The competition in today's business world is intense and is likely to become more intense as the time grows. Changes occur rapidly in work concepts, practices, and rules, resulting in more complicated business operations processes. Organizations must adapt to prepare for both domestic and international competitions. Developing employee competency is therefore the key to being prepared for any potential future scenarios. Good preparation of employees will lead organizations to picking up pace with technological advancement. Human Resources Management and Planning, along with developing all-level employees are necessary for future challenges.

Employee Training and Development

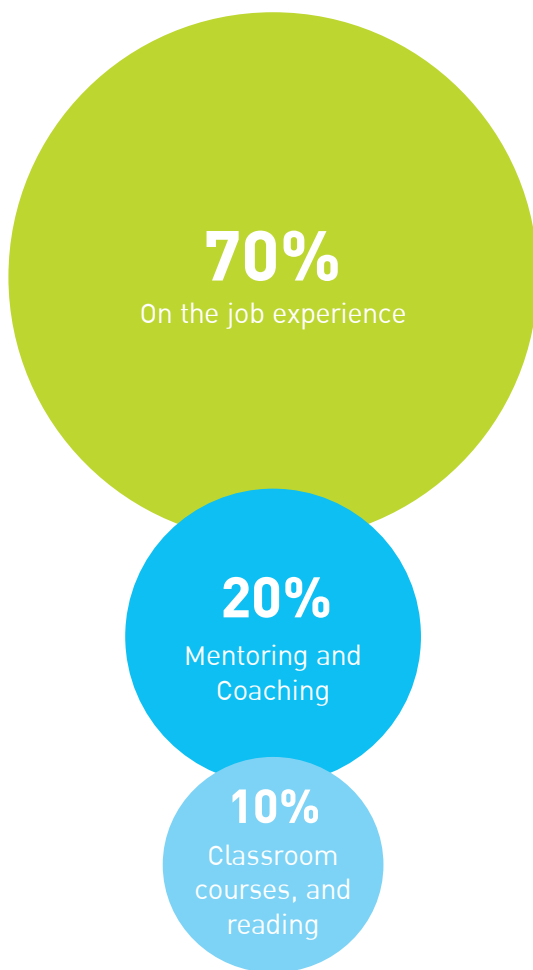
The company has always been focusing on employee competency development and meeting the needs of vocational field development. The company's Training & Development Plan is designed to help develop Core Competency, Leadership Competency, Functional Competency, and Organizational Strategy. The process of creating Training & Development Plan starts from Identify Training Needs of each position. Employees must undergo a performance appraisal and self-assessment of various aspects. The appraisal/self-assessment are to be approved by department supervisors. The gathered data from the appraisal/self-assessment will be analyzed and set into an Individual Development Plan for each employee. The method or model used in competency development training is in accordance with the Learning Model 70:20:10. The company also develops Training Yearly Plan, Design and Development course outlines, Management Training, as well as Training Evaluation and Training Evaluation and Follow Up system. In order to measure the success in developing employee competency, the company launches a policy that encourages employees to complete self-development goal of at least 6 man-day per person per year. In the past year of 2020, there was a set back against physical Classroom Training, both within and outside the company. Therefore, the company has adjusted the learning and development methods to suit the challenging limitations. The company's average number of learning and development training hours for each employee is 23.60 hours per person per year, or 3.9 man-day.



Individual Development Plan : IDP

The Individual Development Plan is a tool for systematic employee learning and development training. IDP as well contributes immensely to the continuous development of each employee. The development plan provides employees with knowledge, skills and competency to perform their current operations more efficiently, especially among the employees who are the rising stars and is the Successors (Talent & Successor) of the company. The development plan is a self-preparation for stepping into higher positions and to take greater responsibilities in the future. The process of developing a development plan and learning style must be appropriately prepared. Since 2020, the company has planned out development planning and set career goals for employees through using annual performance evaluation results, along with various performance assessments to create Individual Development Plan. The learning and development model is shown below:

The 70:20:10 Learning Model



Experiential Learning 70% of learning experience comes from learning through hands-on work. If the learning guidelines are to be set this specific direction, the company is mandated to design trainings that provide employees with the opportunity to learn from the field at all times. This type of learning process may also come from getting new assignments from department superiors. Examples include: On the Job Training, Job Rotation, Project / Job Assignment, Job Enrichment / Enlargement, Cross Functional Team, etc

Learning Through Others 20% of learning comes from peers. The process refers to coaching or receiving feedback from department superiors or other employees involved in the tasks. Occasionally, team meetings can also be used as a method to learn from teammates. Methods that are considered learning from surrounding peers include coaching, knowledge sharing, mentoring, providing feedback, group discussions, and etc.

Formal Learning 10% of learning is from attending formal trainings such as internal and external seminars or learning via E-Learning platform. The company has prepared training and development plans for employees to develop competency, increase knowledge, abilities, skills, emphasizing on continuous development. Trainings are set to be in line with the needs of employees in order to keep up with the current and future technological world. Formal Learning training consists of:

- Core Program - a program that aims to develop knowledge, competency, skills, and attitudes of employees of all levels. This program ensure that employees would meet the company's core competency. The development training goal can be achieved by following Training Road Map such as Company Basic Knowledge course or law courses.
- Leadership Development Program - a course on self-discovery and how to work with other team members effectively. The course is divided into Leading self, Leading Team, Leading Function and Leading Organization. The course varies depending on the needs of different positions.
- Functional Development Program - a course on skills development-based job roles. The course is suitable for employees of all positions and levels. Lessons are provided accordingly to the different natures of different job functions to develop the necessary skills and knowledge required in operations. All different departments are welcome to co-participate.

The company also focuses on expanding product knowledge and comprehensive financial planning. Employees are expected to make use of the extensive knowledge in their work, daily life, and should also be able to disseminate the knowledge set to family, community, and society to improve quality of life. The company fully supports development of professional knowledge for employees who need to develop their knowledge and skills to keep up with the changing business environment. Trainings are set to help enhance employees' professionalism and to prepare employees to step up for challenges in each position. This training format will also allow the company to retain employees who hold tangible knowledge and skills. The company also provides opportunities for both executives and employees to learn from various sources of knowledge such as from books, the Internet, or other preferred sources during employees' free time. Employees should feel welcome to exchange new knowledge with peers. Through various development projects of the company, all Executives and employees are encouraged to show creativity to spark ideas and make use of creativity at work.

Training objectives also include encouraging employees to attend meetings/seminars, domestic and international roadshows, and academic trainings that are directly and indirectly related to work. The company as well supplies employees with various professional courses that may help sustain the company's long-term success in business, such as: LOMA (Life Office Management Association), ICA (International Claim Association), CFA (Chartered Financial Analyst), CISA (Certified Investment Securities Analysis), AFPT (Associate Financial Planner Thailand), CFP (Certified Financial Planner), ASA (Associate of the Society of Actuaries), FSA (Fellow of the Society of Actuaries), IC (Investment Consultant), IP (Investment Planner), TOEIC (Test of English for International Communication). The company aims to develop knowledge and competency of current employees to be ready for the competitive environment of the industry on a regular basis.

BLA Smart Learning Online Learning Platform and Systematic Knowledge Management (KM)

The company is well-aware of the challenges in operating business in the modern present world. The main factor that gives an organization a competitive advantage is the ability to manage knowledge and expertise in products. To meet the customer needs effectively, the company needs to use comprehensive knowledge to create more value-added products. Working efficiently relies heavily on techniques, mechanisms, and management systems. Various tools such as Activities Based Learning, Stories Based Learning, Case Sharing and Workshop, as well as On the Job Training, will encourage the exchange of knowledge and experiences among employees. The company's goal is to create a learning model and knowledge management (KM Model) that can be applied into the workplace continuously and sustainably in the future.

In 2020, the company has developed an online teaching and learning platform called BLA Smart Learning. The platform is to serve as another channel for sustainable employee knowledge development. BLA Smart Learning functions include teaching and learning management system, lesson and content management system for inside and outside organization use, student information management, and student learning outcome assessment. Users can access the platform from anywhere, anytime, and on any devices, whether it is PC computers, Laptops, Smartphones or Tablets. BLA Smart Learning is accessible to regular employees during Phase 1 of the development. The platform is expected to be accessible to sales representatives in 2021.

Furthermore, the company now has its own a knowledge collection system and also promotes knowledge management within the organization (Knowledge Management) through the Smart Home system (BLA'S KM), which is a channel for researching and exchanging knowledge within the organization members. The company's system is equivalent to a knowledge repository that will help develop employee knowledge sustainably. Executives and employees are encouraged to participate in gathering, disseminating, and exchanging of knowledge and experiences through various activities. Employees are encouraged to use the KM system to exchange information on knowledge, case study, how-to techniques, work instructions and methods, and the best practices. The company as well fully supports building and developing expert systems in order to encourage experts to become "the enlightened, the publisher and the role model". These experts may disseminate their knowledge and develop their work outcome to be of greater quality, be ready to be a role model to inspire the next generation of experts, and be ready to move the organization towards the organization of learning in the future.

BLA Leadership Program

BLA Leadership Program is a development program for department-level executives and above. The aim of the program is to create executives with extensive knowledge and competency in life insurance business management and prepare candidates who will be taking senior executive positions in the future. The training focuses on Action-learning method in order for the next generation executives to operate the organization continuously and effectively and be able to achieve the goals that are set forth. In 2020, the company has organized the BLA Leadership Program Batch 1, in collaboration with Chulalongkorn University. The criteria for selecting program participants are based on the annual performance appraisal, Supervisory Readiness Test, including the design of teaching and learning courses that are consistent with the Leadership Competency assessment results. There was a total of 60 participants who passed the selection process.

For the past BLA Leadership in 2020, the program has shown significant benefits and value gained from participating in the program. The program results in 3 junior-level executives who participated in the program being promoted. Additionally, 8 creative projects canvassed during the training program are soon to be realized into actual company projects. The 8 projects are listed below:

1. “Due Day Pay and Get” - to help clients avoid missing insurance premium payment due date
2. Single like a pro - Let’s go travel
3. Project: BLA Free Vaccine
4. BLA Happy Life Plus
5. Increase Orphan Customer’s Loyalty
6. CUSTOMEET “The right partner for your life plan”
7. Mobile Application Tele Financial Advisor
8. Consolidate Insurance Statement

Furthermore, the company also plans to continuously develop competency of junior-level and mid-level executives. In 2021, the company is set to proceed the development training program with 2 other batches of junior-level executives development project and 1 batch of mid-level executives development project, in order to prepare candidates for stepping into high potential leaders.



Scholarship Program

The company realizes the importance of education. It is an important fundamental factor in competency development, to ensure employees possess the right competency and qualities. Education is as well to support the business expansion to a stable and sustainable growth. The company holds a policy to provide scholarships for both bachelor’s and master’s level, domestic and abroad, for students, general public, and employees, in order to have the opportunity to develop their own potential in their fields of interest. To lay the groundwork for future career advancement, the company has supported scholarships in various professional fields. The company’s support includes educational expenses such as credits, tuition fees, documentation fee including other expenses, and etc. The company also proceeds to follow up, coordinate and facilitate scholarship students in their studies. In addition, the company has career development plans that cater scholarship students to the appropriate job placement and provide opportunities to work with the company while they are waiting to start their studies. The company has been continuously supporting scholarships for both bachelor’s and master’s degrees, totaling of 23 students. In 2020, there has been successful scholarship master’s degree graduates from abroad who are currently on-board as an important work force for the company.

Student Internship Program

The company has organized a competency development program for students in various educational institutions through the Bangkok Life Assurance Student Internship Program. The program aims to offer opportunities to students to experience the real work process, gain experience from the direct practice, and be able to apply the knowledge learned into working. This internship program is to develop competency and to prepare students for entering the business workforce in the future. The company has been continuously supporting the student internship program every year, whether it is vocational Internships, General Departments Internships, Cooperative Education Internships, including study visits at various universities. Students participating in the program may gain knowledge on topics such as in life insurance business, financial planning, and other knowledge in various departments. Student interns are also granted access to learning resources and all learning facilities that full-time employees have. Interns are also given the opportunities to develop and present projects of their own interest to the company’s management. This is expected to be a good practice in creating and showcasing ideas and applying knowledge to further study and future career. The company is very pleased to have interns on-board with the company after their graduation. Our interns are qualified to re-join the company as a full-time team member. In the past year of 2020, 4 students had participated in the vocational internship program and 1 student participated a co-operative education internship program.

Corporate Culture and Values

The company is well-aware that corporate culture can help realizing the company's business strategy and drives the organization to achieve its goals in the rapidly changing world. Therefore, corporate culture is equivalent to the strong root of the organization that will drive the organization towards success in accordance with its vision, mission, and strategy. The company has been set to promote corporate core values by organizing BLA The Star activities. The activity is to select role model employees with preferred attitudes based on the 5 core values: Faith, Responsibility, Sincerity, Personal Development, and Teamwork. The activity is held on a monthly basis so that all employees are well aware of company's spirit and operate leaning towards the paved direction until the corporate culture is ultimately planted.

For the maximum benefit of the continuous sustainable development of employee competency and organization and the promotion of economic and social values in life insurance business, the company must pay large attention to the diversity among employees and the diversity among different job functions, growth path, and career path. 2020 was a challenging year for developing employee diversity that plays a part in organization development. Digital disruption has caused changes in technology, employee preparation plan to support the business model, service providing, and the behavior of the Thai consumers. The company therefore focuses and supports employees to develop their competency continuously at all times accordingly to the organization's core values of self-improvement. The company supports employees to develop their knowledge and competency, hours spent on self-development program, various learning styles of interests, including expenses for projects under corporate KPI and corporate core competency.

Policy communication and internal corporate news

The company attaches great importance to communication. Communication policy and internal communication are considered highly important to help curate understanding of executive and organization policies. It also acts as a link between all employees within the organization, from management to operational levels. If the communication within the organization is accurate, clear, and fast, it will result in the actualization of the policy in the right direction, the employees would understand the vision and mission and feel fulfilled, resulting in the efficiency and effectiveness of the practice to achieve the set goals.

The company has been communicating policies and internal news within the organization through various meetings and activities such as Kickoff Business Strategy (at the beginning of the year), Town Hall Meeting (quarterly), unit meeting (monthly) and department meeting (Team Talk) (weekly), and etc. The company uses the two-way communication method to efficiently run meetings, emphasizing on the participation of executives and employees through an open communication culture. All employees are welcome to express their opinions, ask questions and suggest useful information for the workplace. Employees can also communicate with senior executives through online channels such as email, conducting surveys, or online questionnaires, and communication through company activities. These communication channels focus on creating a friendly communication atmosphere among the executive and employees. This is to allow employees at all levels at the head office and branch offices across the country to participate expressing opinions throughout the organization, be ready to open the opportunity to talk with executives, supervisors and fellow employees between departments continuously.

In addition, the company is open to any opinions and suggestions from employees that are raised through the BLA Home Project which is held annually for new employees with less than 1-year period of employment. In 2020, the company has been focusing on activities of "Business Innovation" by gathering employees from various departments to share their opinions of past and present work experiences. Employees are to suggest guidelines for improving the work processes of the company to be more efficient in order to support the future workflow of the digital world.

Building employee engagement

It is mandatory for the company to always adapt accordingly to the employees' changing work styles and the highly competitive environment. Human resources, as a key driving force, is affected by both the pressure, work environment, generation gaps, as well as adaptation to unexpected situations. All of which are a deterrent to organizational engagement and may cause employees to fail to manage their work-life balance.

The company is well-aware of the above issues. Therefore, the company has mapped strategies and methodologies to enhance employee knowledge and skillsets that can be applied in work and within families. This process is considered an effective balance management that will lead to lasting happiness in the workplace and in family life, as well as being able to create and produce works for the organization to achieve its goals.

The company has developed projects to encourage employee opinion expression, in order to build employee engagement, to improve work behavior, and to learn what employees think. Employee feedback is used as a guideline for organizational improvements based on what employees need, in order to increase their efficiency in working together as a whole. The company also uses feedback from employees to prepare them to be ready for the future changes sustainably. Having clear strategies is one of the company's main focuses. In 2020, the company used employee engagement as one of its Corporate KPIs, targeting employee engagement score of 64%. The company has developed its

own also employee engagement survey system to measure the success, ultimately, the company's engagement score outcome was 78%. The company also attaches importance to developing internal working systems to facilitate efficient work for employees of all levels. The results of the employee engagement survey in the past year would be reported to management and employees. This is to facilitate each unit to create an Action Plan for projects that increase employee engagement. Upon completion of the projects, the company has given special awards to outstanding projects. Awarded projects are set to be a good example for other units of the company. The company aims for employees to meet fulfillment and sustainable engagement with the company.

In addition, the company has continually arranged employee recognition awards to show appreciation and build motivation. This results in employee emotional fulfillment and the project guarantees success of the organization. Award examples are Merit Award for employees who perform their duties with good discipline and Merit Award for employees who are exemplary in their performance, which creates an excellent impression and a good image of the organization. Awarded employees are good role models worthy of admiration.



Recruiting and retaining competent employees

Recruiting

The company has a systematic process of recruiting and selecting employees. By posting position openings through various channels, the company is able to attract a variety of applicants, in order to recruit and select potential candidates to keep up with business needs. The Human Resources Department is responsible for analyzing needs, head count calculations, determine the required abilities, and prepare a recruitment plan. In 2020, the company has hired 89 new employees.

- **In-house recruiting** refers to filling open positions with in-house candidates, or promoting in-house employees who possess great knowledge, abilities, and suitability to open positions. The 2 types of recruiting are as follows:
 - Public relations within the company
 - In-house transfer
- **External Recruiting** to increase the diversity of company employees, the company therefore recruits employees who hold great knowledge, abilities, excellent attitudes, and appropriate experience on-board. Opportunities are widely offered to students from various universities to join the company's Internship Program. The company also attends Job Fair & Career Expo, in collaboration with leading universities. Interested general public are welcome to apply for open positions directly to the company through different job posting platforms.

Job Applicants Selection

The company selects job applicants who are interested in getting on-board in a transparent and fair manners. To obtain qualified employees to perform tasks in each position, job applicants must undergo a test and interviews on the skills, knowledge, analysis, and expertise of the position applied for.

The company has planned out the employee headcount strategies to ensure the company has sufficient human resources prepared for the company's business growth strategy. The company has also created a Talent Pool system that combines human resources with competence, experience, and expertise suitable for the job position, readiness to promote the good image of the organization, and adhere to the corporate values. The methodology is to attract competent candidates to join the company.

Hiring

The hiring process is extremely important to the company. The company has fair, equitable and appropriate employment rules and regulations. The company also adheres to the principle of respect for human rights and sets clear standards of employment and compensation. The company's fair remuneration varies on experience and line of work. Regardless of gender or nationality, employees will receive fair remuneration without discrimination. In addition, the company's employment structure offers opportunities to women groups, people with disabilities and/or other disadvantaged groups to be hired. The company is against the use of child labor and illegal foreign workers. All employees will receive benefits and welfare exactly as stated by the Thai labor laws.

Talent Attraction & Retention

The hiring process for one employee is a complex, multi-step process. The recruiting process starts with job announcements, candidate selection, interviews, and development. Both monetary and non-monetary resources are spent enormously on each recruitment step. The high employee turnover rate will result in the company spending more resources to find replacement employees. As talented employees are a key factor in helping the company continue to achieve its operations vision, the company therefore attaches great importance to employee retention. The company's annual employee turnover rate is set not to exceed the industry average. In 2020, the employee turnover rate was 7.23% of all employees. In addition, the company also allows employees to transfer departments within the organization if employees desire to gain more knowledge, skills and experience.

Employee Referral Program ("Friends Get a Job, You Get Paid" "You and Friends Both Get")

The company gives employees opportunities to refer qualified friends to join the company on open positions. The various departments of the company are available from Information Technology to the Warranty and Claims Department. The company will pay special remuneration to referrers if referred friends are employed. This project is another channel for recruiting talented employees into the organization through referrals of employees within the company. The company has been continuously creating good Employee Experience that will benefit the referring process.

Performance Management System

In 2020, the company's Human Resources Management Department invites employees to participate in formulating their own work plans and performance indicators together with their superiors, in order to be consistent with the goals of the department and the company's KPI. This project aims to achieve fair performance management. The company has set date for performance evaluation system twice a year, which one is in the middle of the year and the other at end of the year. This is an opportunity for department superiors and juniors to discuss in one-on-one session to improve the work efficacy, and to work together towards the corporate goals, as well as to strengthen good relations between superiors and juniors, which will lead to strong ties between employees and the organization.

Performance appraisals is such an important tool and ought to be conducted more in all organizations. The results of the assessment can be used to measure the level of competency, organizing training plans for personnel development, work position adjustment, transfer, salary raise, annual award money reward, and creating a correct understanding between the assessors and the assesses. It can also be used as a reference tool at any time within the organization. This performance management system is therefore consistent with the vision and mission of the organization.

1. Corporate KPIs
2. Functional KPIs – Functional KPIs must align well with the Corporate KPIs
3. Knowledge and competency assessment, to ensure corporate goals and standards of the company are met. The assessment is based on Core Competency, Leadership Competency, and Functional Competency

Performance Appraisal

After appraisals are completed, management would proceed to the Forced Ranking process of the appraisal results of each employee. The scores of employees in all departments are to be put in an upside down Bell Curve accordingly to the score range. Afterwards, the Human Resources Department together with the line executives / department executives would calibrate the results of each department's assessment, then re-evaluate the overall picture again. Scoring system is divided into 7 grades, namely A, B, C+, C, C-, D, E. The ratio of the rating distribution may be adjusted accordingly if seen appropriate.

Implementing performance appraisal results

Human Resources Management may use the assessment results to create a development plan to improve employees' knowledge and skills, build core strength and develop individual weaknesses. Human Resources Management may also join the Performance Improvement Plan: PIP, to enable employees to perform their assigned tasks more efficiently. Performance appraisal results can be taken into account in the provision of benefits such as rewards, bonuses, annual salary adjustments. Or adjusting the position / job level as well.

Succession Planning

All employees in every position are very important assets to the company. Therefore, the company has been working on the ongoing employee development programs for all levels to support the company's Succession Planning. The company selects internal employees who are qualified to be our "Talents", which means employees who produce excellent results up to the organization expectations. These Talent employees are a part of development program to prepare them for vacant positions that need to be filled. In the preparation of the "Succession Planning", the company focuses on executive positions at department-level and above, such as line executives, departmental executives, and etc. The company therefore has continuous strategy planning on employee development, in order to prepare for future expansion and transformation of business operations. Principles of employee development plan are based on job advancement planning and career growth. The aim of the company is to provide employees with the opportunity to grow steadily with the company. The Company provides development projects based on skills, knowledge, career, and leadership abilities, accordingly to the 5-year strategy (2019 - 2023) of the Human Resources Management Department.

For 2020, the company has started a development programs for junior-level, mid-level, and senior-level executives, as well as for highly talented employees (Talent Management) and the Succession Planning program. The development programs aim to select and prepare talented employees to fill in positions as soon as they are vacant due to retirement, promotion, or being newly established positions. This results on the company being able to keep the business operating seamlessly. The selected Successors will be provided time to get ready, in terms of knowledge, skills, competence in the field, and most importantly, leadership. Developing individual successors (Individual Development Plan) is a key force that drives the organization to grow.

To select Successors that meet the expectations of the positions, Bangkok Life Insurance's selection criteria are divided into 4 areas: Leadership Competency, Functional Competency, Experience, and Characteristics & Aspiration. In addition, the company also uses the past 3-5 years' performance appraisal as a selection criteria. The Human Resources Department regularly monitors competency development results of program participants. The development program results are based on competency assessments in various fields compared to upper level job placement expectation plans. This assessment results are meant to add standards for upper positions and focus on the maximum benefits for both the organization and employees. The main objectives of the project are as follows:

- To assess the readiness of the company whether it has enough and manpower, qualifications and competency, and to create an employee development plan that is suitable for the open positions.
- To plan out a Succession Plan for core positions or positions that are difficult to be filled in the labor market and to manage the company's Talent Pool.
- To proactively plan out the recruitment and selection process in advance. The company prepares the employee recruitment plan and competency development program. The company seeks potential candidates both from current Talented employees of the organization and external candidates.
- To reduce the turnover rate of employees with knowledge, competency, and experience.
- To show appreciation, motivation, and retain competent employees in order to create successful strategic plans.

Leadership Competency

The company has developed its own Leadership Competency system in 2020. This system defines how leadership competency could play an important roles in work and team management. The company has used the system as a tool to assess the competency of leaders; the results of the individual assessment will be taken into account for developing strengths and weakness, in order to meet the expected outcome of individual assessment. The meaning of the whole system is to empower leaders to be competent, be ready to drive the organization efficiently, to prepare for future changes, and to be able to handle customer base expansion sustainably. The six leadership competencies include Vision, Decision Making, Change Management, People Management, Communication, and Business Innovation.

Functional Competency

The Human Resources Department has started to develop a Functional Competency program in 2020. Functional Competency represents the ability of individuals who may have hold the same job position, but possess different specialized. For example, within Accounting Department, one employee may be specialized in Account Payable while another employee is specialized in Account Receivable. Therefore, Functional Competency is a competency set that needs to be developed and managed for further use. Functional Competency development can take many forms such as Classroom Training, Workshop, and interview with the management.

The initial phase training was launched from the core business unit. The results of the Functional Competency development plan can be used as follows: Employee development plan, Individual Development Plan, Successor development training, Talent acquisition, Promotion criteria, Performance Management, Critical Position Replacement analysis, Career Path Planning, and Succession Plan. This training program aims for the advancement of employees and the organization in a sustainable way.

Health, Safety and Well-being of employees

The company recognizes that a safe and healthy working environment, as well as promoting employees' well-being, mean respecting basic human rights principles and labor practices. The company closely takes care of its employees by listening to the needs of the employees thoroughly through various channels. The company also provides the rightful benefits for employees and their families, as well as carry out projects and activities that helps enrich employees' happiness at work and maintain a good quality of life throughout the time working with the company. This includes promoting and encouraging employees to express their opinions and suggestions or welfare information through the welfare committee.

The company has established the Workplace Welfare Committee under Section 96 of the Labor Protection Act B.E. 2541, the Welfare Committee plays a very important role in ensuring proper welfare and helping to be a voice for employees. The duties and responsibilities are as follows:

- Discuss with employer's welfare provision with employees
- Provide consultation and advice to employers on employee benefits.
- Supervise, control, and delegate the welfare provisions that employers provide to employees.
- Share opinions and guidelines for providing benefits for employees to the Labor Welfare Committee

Past major successful projects include: Outpatient medical expenses coverage with no amount limitation per treatment under the eligible allowance received each year, Employee opinion survey on providing employee uniforms, Co-op welfare restaurants for employees, Support in all activities organized by the company including the company's various club activities, etc.

The company wishes all employees to be in excellent health and to work in a good environment. The company therefore supports organizing various activities and set up facilities for employees, whether it is an indoor or outdoor fitness center, hygienic food court with a wide variety of nutritious food, associations and clubs in sports, recreation, and art and culture. As a result, all employees maintain good physical and mental health. The rate of sickness or absenteeism is also significantly reduced. In addition, the company has been continuously supporting employees in the organization to set up clubs. Expenses and sports equipment will be spared by the company. All current clubs are:

Buddhism Club	100	members
Health Club	70	members
Football Club	130	members
Running for health Club	200	members
Ping Pong Club	30	members
Music Club	53	members

Safety, occupational health, and work environment are the company's top priorities. The company assigned the Safety, Occupational Health and Work Environment Committee to supervise and assist employees in health and hygiene and life/property security aspects. The company's safety goal is to reduce accidents within the office to zero. We also organize the "Big Cleaning Day" activity, which is a campaign to promote cleanliness and orderliness in employees' work areas every quarter. The company also continues to publicize useful information on health and sanitation, increase communication channels and notify the committee of safety information via Smart Home system and via e-mail, including issuing measures to treat employees in the situation of the epidemic of the novel coronavirus (Covid -19). In this regard, the Committee holds monthly meetings to report progress and coordinate with relevant departments to improve employees' health, safety, and well-being.

Medical Room CPR training

The training is held in order to promote the correct understanding of CPR resuscitation and to ensure the safety of employees. The company's medical center provides training on resuscitation and correct practices in cases of emergency. Furthermore, the company's medical center also offers opportunities for those who participated in the training to perform CPR self-rescue to gain a better understanding.

Activities by the Medical Room

The company focuses on educating representatives to promote knowledge of various diseases and to ensure that the sales representatives are able to disseminate their knowledge to customers. The company's Medical Room organizes training activities on various diseases throughout the year, such as in novel coronavirus (Covid-19), cancer, and obesity, etc.

Besides educating our sales representatives, the Medical Room also values its employees and fosters a corporate culture that promotes good health through the BLA Healthy Life Challenge. The activity includes nutrition training and a training on the use of the application for tracking steps and calculate the actual Biological Age of the body to those who participate. In addition, the company's Medical Room has also offered other activities to emphasize the good health of employees, such as organizing a smoking cessation campaign for employees.

Emergency Safety Management

The company has prepared an emergency management and prevention plan in case of emergency and fire suppression. The company also supplies resources and equipment necessary in self preparation for emergency in the office building and branch offices across the country, by managing, controlling, responding, contacting, and coordinating to help the injured employees. This includes a site inspection for emergency preparation, fire prevention plan, fire drill and fire evacuation plan, and relief plans. The company as well manages the workplace to ensure that there is no material or nature of work that will potentially cause a fire. Annual fire drills and evacuation drills are held in accordance with the requirements of the law.

Fire prevention training by organizing annual fire evacuation drill campaign has been held at the head office and branch offices (4 branches) targeting employees, executives and sales representatives, including the local population in the neighborhood who are interested in participating. The campaign is to raise awareness and emphasize importance on the life-safety and properties in the office and for participants to be able to prevent and suppress the incident from the initial fire correctly.

Labor Rights Practice

The company pays importance to respecting the labor rights principles and treating employees at all levels equally and fairly regardless of gender, age, color, race, religion, culture, disabilities and education. Every employee of the company is considered valuable assets and is important in the company's business operations. The company believes that every power of a strong team will be the cornerstone of the organization's development to achieve its goals. In addition, the company has taken care of the well-being of its current employees, with a total of 1,221 employees, 281 male employees, 940 female employees. Remunerations are paid, good welfare is as well provided on a competitive level in the industry. This is to motivate employees to bond with the organization and to be encouraged to work, as well as giving freedom to employees to participate in activities that are not against the company's work regulations. The company also applies the principles of labor relations on employees at all levels within the organization through Human Resources Department. Recreation activities are organized via various projects and activities to continuously build relationships with employees and gives employees the freedom to vote and share opinions that will lead to developments in various fields.

Human Rights

The company aims to be a leader in ethical business operations. It places importance on respecting the human rights of customers, community, employees, and business partners by passing audits and assessment on the impact of human rights issues that may arise from business operations. This includes respect for labor rights and human rights of employees and to treat them equally and fairly. The company has clearly stated in the company's Code of Conduct and Business Group and human rights policy, that the company adheres to relevant international human rights laws and standards, such as the International Bill of Human Rights, The Universal Declaration of Human Rights, and the UN Guiding Principles on Business and Human Rights: UNGP. These codes of conducts are to demonstrate commitment and best practices towards customers and employees, as well as the company's business partners.

The Company complies with the Quality of Life Promotion and Development for Disabilities Act B.E. 2550 and its amendments (No. 2) B.E. 2556 as follows:

- Hiring candidates with disabilities under Section 33. Currently, the company has 1 disabled employee
- Contributed to the Quality of Life Promotion and Development for Disabilities Fund under Section 34 until 2019
- To replace the monetary contribution to the Quality of Life Promotion and Development for Disabilities Fund under Section 34, the

company has been granting concessions to those with disabilities or their caregivers under Section 35, by contracting service contracts to promote job creation for those with disabilities to work in public benefit organizations. The concessions have created jobs for locals with disabilities in 6 provinces, totaling 11 people, 7 male employees. and 4 female employees, starting from 2020 onwards. The company has joined the Social Innovation Foundation, which is a comprehensive network for improving the quality of life for the disabilities through employment create a career for people with disabilities directly. Unemployment issues among disabilities are results from the fact that more than 90% of the disabilities lack educational opportunities, have primary education or lower, and only 10% higher, and most people with disabilities in Thailand live in a rural area (Source: Documentation for the lecture of the Social Innovation Foundation)

THAILAND BEST EMPLOYER BRAND AWARDS 2021 - The company is awarded for the second year in a row.



With the commitment and continuous development in human resources management in 2020, the company has been awarded by the 15th EMPLOYER BRANDING AWARDS, organized by the World HRD Congress and EMPLOYER BRANDING INSTITUTE - INDIA, which are organizations that promotes innovation and international human resource management strategies. Both organizations award the leading organizations around the world that maintain excellent and efficient human resource management strategies. This year, the Board of Committee has criteria for considering the following matters:

- Combining and implementing corporate vision through HR strategies
- Creating a corporate unit that act in line with the human resources management strategy and the business.
- Developing competency to prepare the organization for the future.

Throughout the period of 69 years in business, Bangkok Life Assurance has always been determined to develop excellence in every aspect, and will strive to continuously progress to become the leader in comprehensive financial planning for Thai people.



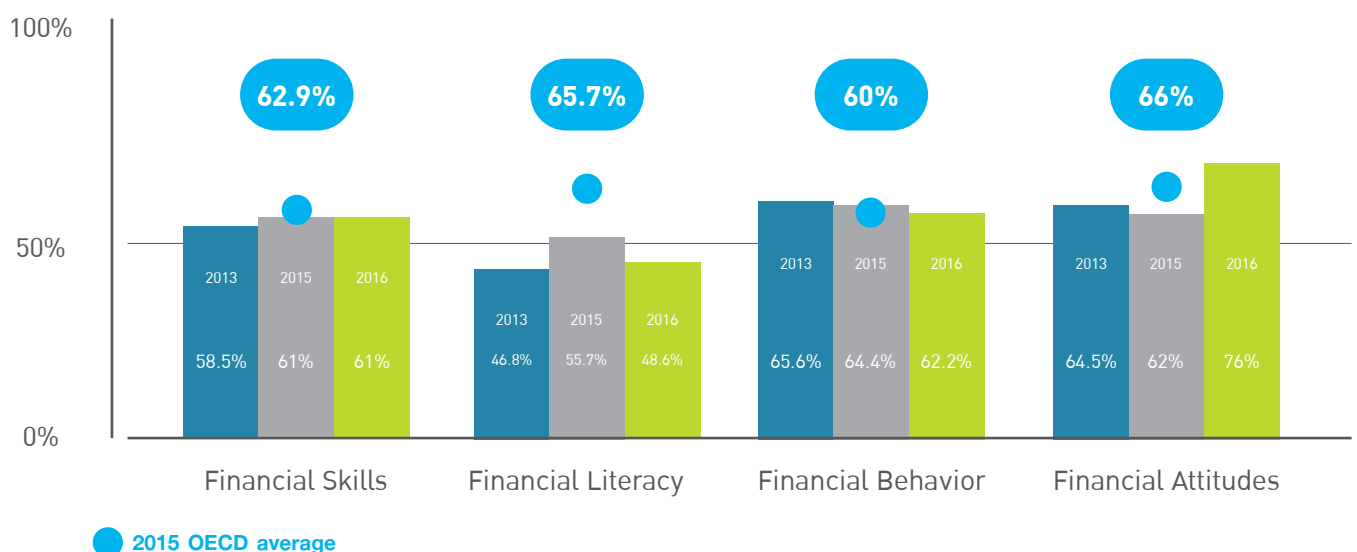
World HRD Congress: <https://www.worldhrdcongress.com/about.html>

AN ORGANIZATION THAT IS SOCIALLY AND ENVIRONMENTALLY RESPONSIBLE



DISSEMINATING FINANCIAL PLANNING AND LIFE INSURANCE BUSINESS KNOWLEDGE

The Bank of Thailand's 2016 research shows that the Thai population's financial planning knowledge is significantly lower than OECD's average of 65.7%, where national's average stands at 48.6%.



Source: Bank of Thailand (2016 Financial Literacy Report)

As a company that also performs as a financial institution that operates in building stability through life insurance products, with alliances in life insurance and mutual funds, it is important to encourage people to obtain proper financial plans and actualize accordingly. Financial planning also includes having insurance that covers life and assets and building wealth through mutual funds, with the help from the well-trained financial advisors who are ready to assist in financial planning. The company has also developed tools that can support financial planning and financial status tracking, as well as products that respond to financial planning, especially in terms of health insurance for clients to protect stability of life and wealth after retirement. This is to support clients and reduce the burden of the government sector that may face budget challenges in the long run.

Promoting Financial Planning Knowledge

Providing knowledge through the company's online communication channels

Communication channels, covering both online and traditional media channels, such as the company's website, YouTube, Facebook, LINE and Twitter, allow all groups of public to have access to financial literacy content that is suitable for any lifestyles. The presentation formats such as quotes, infographics, articles, and short films make the content easy-to-understand. The available content focuses on enhancing skills in general management and finance management, enabling people to actualize the concepts into their daily lives. The continuous engagement on the social media platform assists the company to understand better the struggles and interests over financial management of the Thai people. In 2019, the company has upgraded the website. www.bangkoklife.com, and develop the company's website into an important platform into communicating knowledge and money management information hub to the public. The content includes health and financial planning for families, investing in mutual funds, and savings techniques. There are more than 400 articles available, designed for the needs of every stage of the customer's life. The content uses storytelling technique that focuses on communication that helps customers easily understand. The website is available in both Thai and English.

5 ข้อดี ที่ไม่ควรพลาด

ข้อดีประกันสะสมทรัพย์แบบมีเงินปันผล

- 1 ว่างเว้นต้นไม่หาย พร้อมรับผลตอบแทนขั้นต่ำที่การันตี ไม่ต้องกังวลกับสภาพเศรษฐกิจที่เปลี่ยนแปลง
- 2 มีโอกาสรับเงินปันผลเพิ่มเติมจากการลงทุน งด งดครบกำหนดสัญญา
- 3 หากเสียชีวิตระหว่างสัญญา รับผลประโยชน์ เป็นเงินก้อนไว้ดูแลลูกข้างหลัง
- 4 ผลตอบแทนไม่ต้องเสียภาษี จึงได้รับแบบเต็มเม็ดเต็มหน่วย
- 5 เบี้ยประกันที่จ่ายในแต่ละปี สามารถนำไปลดหย่อนภาษีได้ตามจริง สูงสุด 100,000 บาท ต่อปี

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บริหารการเงินให้สุขใจ

ตามแนวพระราชดำริ 'ทฤษฎีใหม่'

- ▶ **ป่ารักฤดีด้วยวัยเยาว์ ร่มเงาให้พ่อเพียร**
สร้างเงินสำรองฉุกเฉิน เงินสด และสินทรัพย์ที่หมุนเวียนเร็ว
- ▶ **สร้างเงินออมให้เพิ่มพูน จากรายได้ประจำ**
เลือกสินทรัพย์ลงทุนประเภทต่าง ๆ ตามเป้าหมายระยะสั้น - ยาว
- ▶ **สุขแบบเพียงพอ พึ่งพาตนเองได้**
มีสินทรัพย์ส่วนกลางพอใช้ ไม่มากไม่น้อยเกินไป สามารถนำไปลงทุนสร้างความมั่งคั่ง ในระยะยาว

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เงินเดือนเท่านี้

จ่ายภาษีเท่าไร

เงินเดือน	อัตรากำไร	คิดเป็นจำนวนเงิน	คิดเป็นสัดส่วนเทียบรายได้
20,000	-	-	-
30,000	5%	2,050	0.57%
40,000	10%	8,600	1.79%
50,000	10%	20,600	3.43%
60,000	10%	35,150	4.88%
70,000	15%	53,150	6.33%
80,000	20%	73,200	7.63%
90,000	20%	97,200	9.00%
100,000	25%	122,750	10.24%

หมายเหตุ: ค่าลดหย่อนภาษีเงินได้บุคคลธรรมดา (100,000 บาท), ค่าลดหย่อนครอบครัว (60,000 บาท) และเงินได้ครอบครัว (19,000 บาท) เป็น

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ไขคำตอบคาใจ...ประกันลดหย่อนภาษี Ep.3

"ลดหย่อนภาษีจากเบี้ยประกันไปแล้ว แต่หยุดจ่ายเบี้ยหรือยกเลิกรวมธรรมิ ต้องจ่ายภาษีย้อนหลังหรือไม่"

กรณีผู้ซื้อได้ใช้สิทธิลดหย่อนภาษีเงินได้แล้ว และต่อมาได้ไปยุติไม่ไปเป็นไปตามหลักเกณฑ์

- จะหนักสิทธิได้รับการยกเว้นภาษี
- จะต้องเสียภาษีย้อนหลังที่หักภาษีไปแล้ว และเสียเงินเพิ่ม 1.5% ต่อเดือนที่ลดหย่อนภาษี

วิธีแก้ปัญหา

- ▶ หากมีความจำเป็นที่ทำได้ ไม่สามารถชำระเบี้ยประกันต่อได้
- ▶ **ใช้มูลค่าเงินสำรอง**
ระยะเวลาคุ้มครองกำหนด แต่จำนวนเงินเอาประกันภัยลดลง
- ▶ **ใช้มูลค่าชดเชยเวลา**
จำนวนเงินเอาประกันภัยเท่ากับ แต่ระยะเวลาคุ้มครองลดลง

หากมีข้อสงสัยเกี่ยวกับรายละเอียดและสิทธิในกรมธรรม์ สามารถสอบถามตัวแทนประกันชีวิต / ทีมบริการกรมธรรม์ หรือ โทร. 02-777-8888

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ไขคำตอบคาใจ...ประกันลดหย่อนภาษี Ep.4

"ครบกำหนดชำระเบี้ยปลายปี ถ้าจ่ายต้นปีหน้า ในระยะเวลาผ่อนผัน จะลดหย่อนภาษีได้มั๊ย"

▶ การใช้สิทธิลดหย่อนภาษีของปีใด ต้องชำระเบี้ยประกัน ภายในปีภาษีนั้น ๆ หากชำระเบี้ยงวดปีถัดไปไม่ได้ไป และอยู่ในช่วงเวลาผ่อนผัน (Grace Period) กรมธรรม์จะยังมีผลคุ้มครองตามปกติ แต่เบี้ยที่จ่ายจะสามารถนำไปใช้สิทธิลดหย่อนภาษีของปีถัดไป

หมดปัญหาจ่ายเบี้ยไม่ทัน สิ้นจ่าย หรือหาใบแจ้งหนี้ชำระเบี้ยไม่เจอ!

เพิ่มมีแอปพลิเคชัน BLA Happy Life ที่สามารถตรวจสอบสถานะและยื่นอุทธรณ์กรณี เลือกชำระเบี้ยผ่านออนไลน์ หรือทางไลน์ใบแจ้งหนี้ชำระเบี้ยไม่เข้าฯ แก้ไขง่าย

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ประกันบำนาญ

ช่วยเราได้แค่ไหน ในวัยเกษียณ?

- ✓ ใช้สิทธิเงินรายได้โดยไม่ต้องกังวลกับค่าใช้จ่ายประจำวัน
- ✓ สามารถพ่วงพ่อแม่ได้เท่ากับชีวิตหลักเกษียณ
- ✓ สบายใจ กับแหล่งรายได้ที่การันตี เลิกขยับได้แบบรายเดือนหรือรายปี
- ✓ ได้ใช้สิทธิประโยชน์ทางภาษี ในช่วงวัยทำงาน โดยประกันชีวิตแบบบำนาญสามารถลดหย่อนได้ตามที่จ่ายจริง สูงสุดถึง 300,000 บาทต่อปี*

เตรียมความพร้อมเกษียณด้วยประกันบำนาญ "มีตลอด บำนาญ 99" สบายใจกับ ความคุ้มครองพร้อมรับเงินบำนาญชราภาพถึงอายุ 99 ปี เลือกรับได้ทั้งแบบรายปี 24% ต่อปี หรือรายเดือน 2.025% ต่อเดือน

* เงื่อนไขกรมธรรม์ RME, SFE, PVE, KVE, KCE และสัญญาชนิดอื่น ๆ รายละเอียดดูที่สัญญา 100,000 บาท

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Financial Planning Knowledge Development through Company Representatives

Financial planning literacy is fundamental to build stability in life, especially financial planning in the form of life insurance, which the company owns the expertise in. Therefore, the company has set up projects to help promote and develop knowledge to the people by developing competency of our life insurance representatives. The company aims to increase the number of qualified life insurance representatives through trainings that are held throughout the year. The aim is to enable life insurance representatives to disseminate financial training knowledge to the public and those who are interested, as well as being able to assist clients in planning their life insurance finances effectively. In 2020, the company has organized various training courses on an online platform. This allows life insurance representatives and financial advisors to join knowledge development training at their convenience. This is to avoid traveling to training venues and to reduce the pandemic risk. The company also encourages representatives and financial advisors to attend external seminars through online platforms such as seminars organized by the Thai Financial Planners Association, Thai Life Assurance Association, various life insurance associations such as the Association's World Conference, GAMA training course activities, as well as various knowledge trainings organized by the company's financial partner organizations such as insurance companies and mutual fund management companies under the BLAFA cooperation program.

Although in the past year of 2020, the company has been affected by the pandemic of the new breed of coronavirus (Covid-19), thus the company was unable to organize regular trainings to keep employees up to date. The company has brought the BLA Station online training application to be used as an online training channel for life insurance representatives and financial advisors. The company also has added specific courses for groups with different interests. This makes it possible to update the knowledge more quickly, reduce the expense burden and time spent traveling to the office, and reduce the pandemic risks.

Activities	2018	2019	2020
Cross-country FA Club	34 Times	36 Times	14 Times Online course
Cross-country client seminars	17 Times	10 Times	1 Time Over online platform
Financial Advisor Seminar	2 Times	2 Times	1 Time

For the FA Club activities, the company provides a variety of training topics in order to update information completely and comprehensively, activity samples are:

- Fund knowledge updates
- Quick inheritance planning - How is life insurance related to inheritance planning?
- "Tax Key Man" training on corporate tax planning with the corporate Executives
- "What will the New Normal After Covid-19 Trend in the world be?"

Education Through Participation in "SET in the City" and "Money Expo" Events

In 2020, the company has reduced the number of financial activities in order to avoid the risk of participants during the pandemic of the novel coronavirus (Covid-19). There were still a number of activities in an area where space and timing are appropriate, such as 1-time Money Expo and 1-time Insurance Week by the Office of Insurance Commission (OIC) with approximately 400,000 participants.

Providing Knowledge for Analysts and Investors

Under Investor Relations section of the company's website, the company disseminates knowledge on life insurance business to analysts, investors and interested parties. The available content consists of 5 knowledge sharing documents, which are the main study points of the life insurance business, such as Capital Fund for Life Insurance Business, Life Insurance Business Value, Business Accounting Standards, etc. Analysts, investors, and those who are interested can download the documents from the company's website.

In addition, the company also provides an opportunity for interested investors to meet with the management or Investor Relations to inquire about operations and knowledge of life insurance business. Interested analysts, investors, and public may directly contact the Investor Relations Department of the Company to request further information.



Educating the Public on the Novel of Coronavirus (Covid-19)

Realizing the issues and the impacts of the novel of coronavirus (COVID-19) pandemic, Bangkok Life Assurance offers additional protection to policyholders and provide knowledge on the novel of coronavirus (Covid-19) pandemic. The useful information is disseminated through the company’s communication channels throughout 2020, as a guideline to taking care of yourself and prevent any potential medical risks.

เรื่องนี้...ต้องมีเคล็ดลับ

4 ข้อสงสัย “หน้ากากอนามัย” ป้องกันไวรัส COVID-19

A1 **ไม่ป่วย ไม่ต้องใส่ หน้ากากอนามัยจริงไหม?**

A2 **หน้ากากผ้าใช้แทน หน้ากากอนามัยได้ไหม?**

A3 **หน้ากากอนามัย ใช้ซ้ำได้จริงหรือ?**

A4 **สวมใส่อย่างไร ให้ถูกวิธี?**

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มาตรการเยียวยา เพิ่มสภาพคล่อง สนับสนุนเงินให้แรงงาน / ลูกจ้าง / อาชีพอิสระ จากผลกระทบ COVID-19

ผู้ที่ไม่มีประกันสังคม	ผู้ที่มีประกันสังคม
<p>ชดเชยรายได้ 5,000 บาท/เดือน นาน 3 เดือน (ได้รับผลกระทบจากการปิดสถานที่เนื่องโควิด-19)</p> <p>1. ลงทะเบียนออนไลน์ที่ www.เราไม่ทิ้งกัน.com ตั้งแต่วันที่เสาร์ที่ 28 มีนาคม 2563 หรือลงทะเบียนผ่าน อ.กรุยาโย อ.อสนธิ สทศ.</p> <p>2. ยื่นอุทธรณ์ได้ : - หมายเลขบัตรประชาชน - ข้อมูลรหัสนายจ้าง (ถ้ามี) - ข้อมูลปัญหาความเดือดร้อน - ข้อมูลบัญชีพร้อมเพย์ หรือบัญชีธนาคาร</p> <p>3. รับเงินเข้าบัญชี ภายใน 5 วัน ผ่านบัญชีพร้อมเพย์ หรือบัญชีธนาคารหลังจากอนุมัติ</p>	<p>เพิ่มสิทธิกรณีว่างงาน รับ 50% ของค่าจ้าง</p> <p>1. กรณีนายจ้างไม่ทำงานรับเงินไม่เกิน 180 วัน</p> <p>2. กรณีรัฐสั่งหยุดรับเงินไม่เกิน 90 วัน</p>

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#สู้ไปด้วยกัน ใส่ใจ “สูงวัย” หัวใจ COVID-19

- ดูแลเรื่องอาหารการกิน ที่มีประโยชน์และหลากหลาย ควบคู่ไปกับการออกกำลังกาย
- ชวนผู้สูงอายุออกกำลังกาย เพื่อบู๊ตอัพกล้ามเนื้อ
- ทำความสะอาด สิ่งของที่ใช้ร่วมกัน ในบ้าน สวมหน้ากาก
- หลีกเลี่ยงการพบปะ-เยี่ยมเยียนญาติหรือเพื่อนฝูง ที่กำลังป่วยหรือมีอาการเสี่ยง
- เมื่อมีอาการแสดงว่าเริ่มมีอาการ เช่น ไข้ ไอ เจ็บคอ หรือ หอบ เป็นไข้หวัดและอาการอื่น ๆ ร่วมกัน

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รู้ไว้อุ่นใจกว่า รวมสายด่วน ภาวะ COVID-19 แห่งชาติ

สายด่วน COVID-19 สายด่วนกรมควบคุมโรค	1422	สิทธิประกันสังคม สำนักงานประกันสังคม	1506
เจ็บป่วยฉุกเฉิน สถานบริการแพทย์ฉุกเฉินแห่งชาติ	1669	ปรึกษาสุขภาพจิต กรมสุขภาพจิต	1323
เช็กสิทธิรักษา (บัตรทอง) สำนักงานหลักประกันสุขภาพแห่งชาติ	1330		

พิเศษ! ลูกจ้างกรุงเทพมหานคร ที่มีสัญญาเพิ่มเติมสุขภาพ ติดต่อขอทำแบบแจ้งงานแพทย์ บ้าน บริการ BLA EveryCare ได้ทุกวัน ตลอด 24 ชม. 02-777-8989

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ป้องกันอย่างไรเมื่อต้องออกนอกบ้าน #สู้ไปด้วยกัน

ในวันที่ COVID-19 ระบาด

- ซื้อของใช้ / อาหาร**
 - ใช้หน้ากากอนามัย
 - จำกัดเวลาให้สั้นที่สุด
 - รักษาระยะห่าง
 - ล้างมือด้วยสบู่
 - หลีกเลี่ยงสัมผัสสิ่งของ
- ใช้ลิฟต์ในห้าง**
 - ต้องอยู่ในลิฟต์ตลอดเวลา
 - รักษาระยะห่าง
 - อย่าสัมผัสลิฟต์
 - อย่าสัมผัสปุ่มกดลิฟต์
 - อย่าสัมผัสตู้กดน้ำ
 - อย่าสัมผัสบันไดเลื่อน
 - อย่าสัมผัสลิ้นชัก
- พาเด็กไปโรงเรียน**
 - หากเด็กมีไข้สูง
 - ควรงดไปโรงเรียน
 - สวมหน้ากากอนามัย
 - ให้เด็กถอดหน้ากากอนามัยทันที
 - อย่าสัมผัสสิ่งของ
 - อย่าสัมผัสลิ้นชัก
 - อย่าสัมผัสตู้กดน้ำ
 - อย่าสัมผัสบันไดเลื่อน
 - อย่าสัมผัสลิ้นชัก
- มีบัตรตรวจรถ**
 - ยึดหมอนในรถ
 - อย่าสัมผัสสิ่งของ
 - อย่าสัมผัสที่นั่ง
 - อย่าสัมผัสประตูรถ
 - อย่าสัมผัสที่พนัก

ศูนย์สุขภาพการณณ์ ด้ามี “บีแอลเอ เพรสทีจ เฮลธ์” ประกันสุขภาพที่ครอบคลุมรอบด้าน คู่ครอง COVID-19 และการเจ็บป่วยอื่นๆ จ่ายตามจริง สูงสุด 10-100 ล้านบาท

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ทำไมการรักษา โรคโควิด-19 ถึงมีค่าใช้จ่ายสูง?

รักษาตัวกว่า 10-20 วัน	ค่าตรวจเฉพาะทางเฉลี่ย 2 ครั้ง/1 คน	บุคลากรต้องใส่อุปกรณ์มากกว่าปกติ
ค่าห้องรวมกันนอน ตั้งแต่ 8,000 - 20,000 บาท/ วัน	ค่ายา ตั้งแต่ 2,000 - 20,000 บาท/ วัน	ใช้แพทย์เฉพาะทางที่หลากหลาย

รวมค่าใช้จ่ายในการรักษาอาจสูงถึง 1.2 ล้านบาท

“บีแอลเอ เพรสทีจ เฮลธ์” ช่วยรองรับค่ารักษา ทั้งเจ็บป่วยทั่วไป หรือติดเชื้อจากไวรัส COVID-19 จ่ายตามจริง สูงสุดถึง 100 ล้านบาท/ปี

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A FAIR OPEN ACCESS TO LIFE INSURANCE PRODUCTS

Promoting an Open Access to Basic Life Insurance Services

The company operates numbers of branches in all regions across the country, ready to serve clients in various fields such as receiving insurance premium benefits, clarifying information on details and benefits in the policy, etc. The branches also act as information centers for representatives and individuals in case where corporate information, such as product information, is needed. This allows general public to gain the correct understanding of life insurance information and be able to select products that meet individual needs.

Coverage on Accidents and Medical Expenses, and Extending Coverage Related to the Novel of Coronavirus (Covid-19) pandemic.

To increase opportunities for everyone to access life insurance, in 2020, the company participated in the 10 Baht New Year Group insurance program, organized by the Office of Insurance Commission (OIC), The group aims to lift the level of access to life insurance products and services and investments that meet the needs. The group has undertaken various projects as follows:



- Group accident and medical expenses coverage through the 10 Baht group insurance policy, Aunjai Peemai Plus. For insureds who apply and pay premiums from December the 15th, 2019 – January the 31st, 2020. Coverage period is 30 days for the insureds of Bangkok Life Assurance who purchase ordinary and online policies.

Approximately 37,812 people have been granted rights from the campaign.



- Coverage for daily medical expense compensation that occurs by coronavirus (Covid-19), on top of the regular medical expenses coverage under existing insurance plans, in the case where the insured is infected with corona virus. The coverage is 2,000 baht per day, up to 15 days. The protection starts from February the 20th, 2020 to May the 31st, May 2020 (this coverage is provided automatically and without additional premium fee), for existing customers who hold policies with additional health and/or daily medical expenses contracts.

Approximately 120,179 people have been granted rights from this campaign.



- Coverage for medical expenses compensation from the corona virus (Covid-19), in the case where the insured is infected with corona virus. The insureds to receive a daily compensation of 1,000 baht per day, based on the number of days of inpatient treatment. The protection is up to 30 days, covered until May the 31st, 2020 for customers who hold other policies. Insurance registration is through the mobile application “BLA Happy Life”

Approximately 68,523 people have been granted rights from this campaign.



- Daily compensation coverage when hospitalized as a critically ill patient (ICU) due to corona virus (Covid-19). Get 3,000 baht per day for a maximum of 15 days without extra premium fee charge. The coverage period is from June the 1st, 2020 to June the 30th, 2020 (this coverage is given automatically and without additional premium fee) for Bangkok Life Assurance insureds of all channels, for both customers with ordinary and group insurance policies.

Approximately 1,408,164 people have been granted rights from this campaign.



- Group accident and medical expenses coverage through group insurance policy, 10 Baht New Normal Plus. The insurance increases the coverage of Coronavirus Disease (Covid-19) in the form of “Detected-Pay-Done”, sum assured 3,000 Baht, only for residents of the close-by the company Bangkok Life Insurance vicinity. Claim your insurance spot the by answering questions in the link or scan the QR Code before December the 31st, 2020. The protection period is between January the 1st, 2021 and January the 30th, January 2021.

Approximately 202 people have been granted rights from this campaign.



- Group accident and medical expenses coverage through group insurance policy, 10 Baht New Normal Plus, the insurance increases the coverage of Coronavirus Disease (Covid-19) in the form “Detected-Pay-Done”, sum assured 3,000 Baht, with a coverage period of 30 days. Only for the insureds who apply for the campaign and pay ordinary policy premiums between January the 1st, 2021 to January the 31st, 2021 and register for campaign via the mobile application “BLA Happy Life”

Approximately 183 people have been granted rights to the campaign.



- Coverage for medical expenses compensation from the corona virus (Covid-19) in the case in the case where the insured is infected with corona virus. Receive daily compensation of 1,000 baht per day for medical treatment and 2,000 baht for medical personnel, accordingly to the number of days admitted as an inpatient. The coverage is up to 30 days for Bangkok Life Assurance clients whose policies are effective until December the 31st, 2020. Campaign registration via the link or scan the QR Code before January the 31st, 2021. The coverage period is 30 days.

There are approximately 70,126 people who have been granted rights from this campaign.



- Group accident and medical expenses coverage through group insurance policy, 10 Baht Songkran Aunjai New Normal Super Plus. The insurance increases the coverage of Coronavirus Disease (Covid-19) in the form “Detected-Pay-Done”, sum assured 3,000 Baht, and receive daily medical expenses compensation 1,000 Baht per day, with coverage period up to 20 days, for Bangkok Life Assurance insureds in all channels, both customers with ordinary and group insurance policies. Register for the campaign via the link or scanning QR Code

Approximately 37,436 people have been granted rights from this campaign.

Promoting Policy Extension and Alleviating Suffering for the Insureds

In addition, the company has measures to alleviate the suffering of the insureds who are affected by the pandemic of the Covid-19 virus.

1. Extension of premium payment grace period for another 60 days from the original grace period expiration date, for policies that premium payment grace period that expires between February the 27th, 2020 and April the 30th, 2020
2. Waiving policy renewal fees and auto-loan fees when the insureds wish to renew the life insurance policy or return to the original status of the life insurance policy within 6 months, in an event where life insurance policy expires between February the 27th, 2020 and April the 30th, 2020
3. Bangkok Life Insurance, with Bangkok Bank Credit Card and KTC Credit Card, offer 0% annual installment payment for first year insurance premiums for 3 months, through representatives and financial advisors of Bangkok Life Assurance channel. This is to increase insurance protection in a situation where everyone is affected by the pandemic.

กรุงเทพประกันชีวิตห่วงใย
ร่วมบรรเทาความเดือดร้อนของผู้เอาประกันภัย
 ด้วยมาตรการผ่อนผันเงื่อนไขกรมธรรม์
 จากสถานการณ์ระบาดของ
 ไข้หวัดติดเชื้อไวรัสโคโรนา 2019 (COVID-19)

- 1 ขยายระยะเวลาผ่อนผันการชำระเบี้ยประกันภัยออกไปอีก 60 วัน**
 นับจากวันครบกำหนดระยะเวลาผ่อนผันเดิม สำหรับกรมธรรม์ที่ครบกำหนดระยะเวลาผ่อนผันการชำระเบี้ยประกันภัย ระหว่างวันที่ 27 ก.พ. 63 ถึงวันที่ 30 เม.ย. 63
- 2 ยกเว้นค่าธรรมเนียมการต่ออายุกรมธรรม์และค่าธรรมเนียมจากการกู้เงินอัตโนมัติ**
 หากผู้เอาประกันภัยขอต่ออายุกรมธรรม์ประกันชีวิตหรือขอสินเชื่อผู้ฝากเงินของกรมธรรม์ประกันชีวิต ภายใน 6 เดือน ในกรณีที่กรมธรรม์ประกันชีวิตสิ้นสุดลงนับแต่วันที่ 27 ก.พ. 63 ถึงวันที่ 30 เม.ย. 63

สอบถามข้อมูลเพิ่มเติม โทร. 02-777-8888

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“ผ่อนชำระค่าเบี้ยประกัน”
0%
นาน 3 เดือน

เมื่อชำระค่าเบี้ยประกันชีวิตปีแรกแบบชำระเบี้ยรายปี ผ่านช่องทางตัวแทนและที่ปรึกษาการเงิน ด้วยบัตรเครดิตที่ร่วมรายการ ระหว่างวันที่ 2 มีนาคม - 31 พฤษภาคม 2563

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 บริษัทประกันชีวิต

Providing Services to Facilitate Clients with Disabilities

In the past year, the company has developed healthcare services for clients for a better convenience. through the online doctor’s service (Tele Med Plus), which the company has partnered with the partner hospitals. Patients do not need to go to the hospital to see a doctor with the help of this online communication technology that comes with the nationwide medicine delivery service. By developing this service, all clients groups are better facilitated, including customers who are unable to travel and clients with disabilities.

In addition, the company has designed a slope entrance in all branches to facilitate wheelchair users, so that the company can support and serve all clients thoroughly.

YOUTH SUPPORT

Bangkok Life Assurance Project - Rising Star Youth Athletes for the Olympics – Thailand Finals 2019

Raising the new generation to be sophisticated, to obtain competency, and to be moral rich is a foundation for economic and social prosperity. The company is determined to support the development of youth who will grow up the future of the nation to be ready for future changes. The company focuses on developing and promoting the competency of youth-centered sports. The youths are to be an important force in driving the national economy and society, the company believes that youth is the foundation and future of the nation.

The company has partnered with the Athletics Association of Thailand under the royal patronage, and provincial-level agencies, to organize a competition to select the best young athletes across Thailand. The program marks the second year of weaving dreams for the youths to participate in international-level competition. The aim of the program is to promote sports among the youths across the country and to build the “white elephants” (the talented) to join forces with the Thai athletics team to be ready to compete in the 2020 Youth Olympic. Over 5,000 youth athletes across the country competed in the program. In addition, athletes from the Bangkok Life Insurance Rising Star Youth Athletes program will be representing the country in the SEA Youth Games and the ASEAN Student Games of 35 athletes. This program has helped the talented student athletes who lack of opportunity to grow.

● **My School 2020**

Bangkok Life Assurance passes on the smiles onto the faces of the Thai youths in remote areas. The program is to create sustainable happiness with My School Project. In 2020, the company continues activities to improve quality of life of the youths, building smiles all over. The company has improved playgrounds and donated play equipment to Ban Pha Pha Community School, Mae Khatuan Subdistrict, Sop Moei District, Mae Hong Son Province, as well as organized lunch activities for the children. This project benefits schools that lack the budget to build playgrounds for students, enhances health and physical skills, and gives Thai youths a better quality of life within the school fence.

Bangkok Life Assurance continuously organizes activities that promote beautiful traditions and culture. In 2020, the activities sponsored by the company have been postponed due to the novel of coronavirus (COVID-19) pandemic, forcing the company to shift its support to other projects that could still be operated.



Organizing activities to support traditions such as traditional boat races and candle parade to build relationship with the community

In addition to promoting education and youth opportunities, the company also promotes the cultivation of important Thai traditions, cultures, and values through supporting provincial activities so that the Thai youths love and cherish important national heritages. Sample projects are:

● **Candle Parade Festival activity, Ubon Ratchathani Province**

The company supports the activities of the candle parade festival Ubon Ratchathani Province in 2019, passing on the Buddhism art of Ubon Ratchathani and get indulged in the candle tree



● **Long Boat Race Festival, Phichit Province 2019**

The company supports Wat Tha Luang in passing on the heritage of this beautiful tradition that create happiness for the Thai people and foreigners. The Executives, employees, life insurance representatives attended the event and facilitated the event with distribution of water, fans and hats to cool off the participants.

PUBLIC HEALTH PROMOTION

Promoting Healthy Lifestyle through the Comprehensive Health Services

The Company is determined to be a provider of comprehensive health promotion services (Health Ecosystem), during the time where customers are healthy, sick, and after receiving medical treatment.

Health promotion services include health-related information services, annual health check-up privileges VIP check-up, health data book, product recommendation services, inquiry services, specialist doctor and close-by hospital recommendation service (Health Partner).

Sickness services include increasing the number of partner hospitals (Hospital partnership), Medevac Ambulance Service, Claim Assistant, Online doctor meeting platform. (Telemedicine) and medical consultation (2nd opinion consultation).

Services after receiving medical treatment include driving home and nursing care assistant.

Customers Support



Healthy Life

A happy life starts with a healthy lifestyle. Bangkok Life Assurance attaches importance to promoting having excellent health for all while creating protection for health expenses and critical illnesses. The company has been working to promote health-related knowledge and encourages the public to take care of their health by exercising and behavioral change for reduction of the risk of Behavioral-Induced NCDs. In 2020, the company worked with alliance companies to conduct a research on benefits of walking for health to develop a BLA Smart CI insurance plan that encourages holders to walks and exercises regularly. The physical exercise can help reduce the risk of heart disease, high blood pressure, diabetes, prevent dementia, strengthen bones and muscles, help sleep better, reduce depression, anxiety and stress. Policy holders can download the BLA Healthy Life application to transfer walking results into points for redeeming premium discounts or redeeming privileges.

เปลี่ยนทุกก้าวเดิน ให้เป็นคะแนนสะสม
แลกส่วนลดเบี้ย + สิทธิพิเศษโดนใจ
 กับ บีแอลเอ สมาร์ท ซีไอ และแอปพลิเคชัน **BLA Healthy Life**
#ยิ่งเดินยิ่งได้
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The company has also used existing health information to prepare health knowledge in various fields and disseminated through various communication channels such as health articles on Facebook and Line Official continuously throughout the year 2020.

แอกทีฟไว้...ห่างไกลโรคร้าย

ออกกำลังกายเป็นประจำ ลดความเสี่ยงโรคร้ายได้แค่ไหน?

- 1. ลดการเสียชีวิตและความเสี่ยงต่อการเกิดมะเร็งต่างๆถึง 50%
- 2. ลดความเสี่ยงต่อการเกิดมะเร็งลำไส้ใหญ่ 60%
- 3. ลดการเกิดโรคหัวใจและความดันโลหิตสูง 40%
- 4. ลดความเสี่ยงต่อโรคหลอดเลือดหัวใจ 27%
- 5. ลดความเสี่ยงต่อการเกิดเบาหวานชนิดที่ 2 5%

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การเดินไม่เพียงแค่มิตร... แต่ให้ประโยชน์สูงสุด!

- เดิน 12,000-15,000 ก้าวต่อวัน
 - ช่วยควบคุมคอเลสเตอรอล
 - ช่วยเสริมสร้างความแข็งแรงกระดูกและกล้ามเนื้อ
- เดิน 9,900-10,000 ก้าวต่อวัน / 3 ครั้งต่อสัปดาห์
 - ในอัตราความเร็วที่หัวใจเต้นเร็วขึ้น ช่วยให้การกินของหวานและแป้งดีขึ้น
- เดิน 9,900-10,000 ก้าวต่อวัน หรือ 70,000 ก้าวต่อสัปดาห์
 - ช่วยควบคุมความดันโลหิตได้ดียิ่งขึ้น
 - ช่วยลดความเสี่ยงต่อโรคหัวใจ
 - ช่วยควบคุมระดับน้ำตาลในเลือด (HDL)

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#สู้ไปด้วยกัน ใส่ใจ "สูงวัย" ห่างไกล COVID-19

#StaySafe #FightTogether

- ดูแลเรื่องอาหารการกิน ที่มีประโยชน์และหลากหลาย รวมถึงปรุงสุกด้วยความร้อน
- สวมหน้ากากอนามัยอย่างถูกวิธี
- ทำความสะอาดมือให้บ่อยครั้ง
- หลีกเลี่ยงการพบปะ เยี่ยมเยียนญาติหรือคนอื่นๆ ที่กำลังป่วย หรือมีโรคเรื้อรัง
- เปลี่ยนการแสดงความรัก ที่มีการสัมผัสใกล้ชิด เช่น การจก หรือ หอม เป็นคำพูดและการกระทำที่ห่วงใยกัน

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7 วิธี เลิกได้ถ้าใจถึง... เลิกบุหรี่

- ปรับพฤติกรรม**
ส่วนเกินในอาหารหากยังมีติดกันมากก็พยายาม เพื่อลดการอยากและค่อยๆ ลดปริมาณลง
- หลีกเลี่ยงสถานที่หรือช่วงเวลาที่เคยสูบบุหรี่**
ลองหาสถานที่ใหม่ๆ เพื่อหนีออกจากสถานที่เดิม
- ดื่มน้ำ**
ควรดื่มน้ำไม่ต่ำกว่าวันละ 10 แก้ว เพราะเป็นตัวช่วยขับสารพิษออกจากร่างกาย
- เลี่ยงอาหาร เค็ม เหนียว หวาน**
เพราะเป็นตัวกระตุ้นให้อยากสูบบุหรี่
- กินมะนาว**
การกินมะนาวเป็นของเปรี้ยวจะช่วยให้รู้สึกอยากกินของขมไม่มากจนเกินไป
- ออกกำลังกาย**
ทุกวันอย่างน้อยวันละ 30 นาที จะช่วยทำให้รู้สึกผ่อนคลายและทำให้ร่างกายแข็งแรงขึ้น
- อย่าติดตนเอง**
หากเลิกทำสูบบุหรี่ ก็อย่าให้กลับมาสูบบุหรี่ซ้ำ

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9 "มะเร็งเต้านม"

- กรรมพันธุ์
- อายุมากขึ้น
- ประจำเดือนมาเร็วแต่อยู่นาน
- เพศหญิงมีมากกว่า 100 เท่า
- เต้านมมีเนื้อแข็งหนา
- ขาดวิตามินที่จำเป็น
- ดื่มแอลกอฮอล์
- ความอ้วน
- ไม่เลี้ยงลูกด้วยนมแม่

วางแผนตรวจรับความเสี่ยงโรคมะเร็ง ด้วย "บีแอลเอ แคนเซอร์ แม็กซ์" ตรวจพบมะเร็งในระยะเริ่มต้นก็พร้อมรับเงินชดเชยเพื่อเข้ารับการรักษาเป็นผู้อยู่ป่วยในเมื่อเวลาโรคมะเร็งลุกลามถึง 10,000 บาท

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ส่องโรคยอดฮิต ตาม Gen

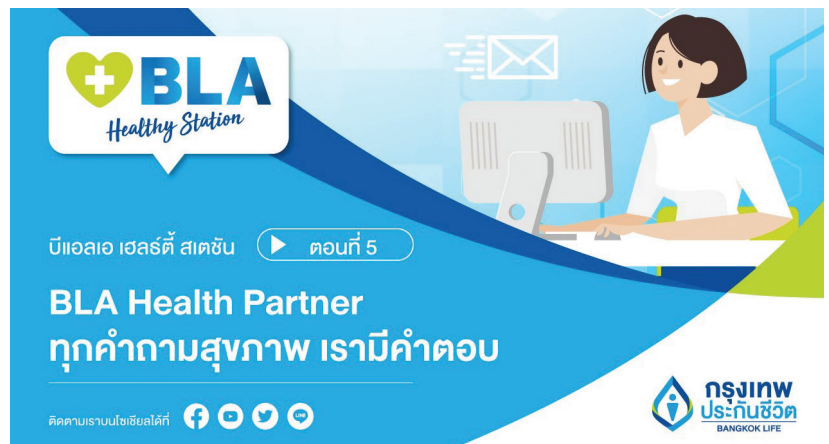
Gen Z	Gen Y	Gen X	Baby Boom
เกิดระหว่าง พ.ศ. 2539 เป็นต้นไป	เกิดระหว่าง พ.ศ. 2521 - 2538	เกิดระหว่าง พ.ศ. 2506 - 2520	เกิดระหว่าง พ.ศ. 2487 - 2505
• สมาธิสั้น • อ้วนพีพวดยุค • หัวใจ	• ไบโพรน • โรคไตเฉียบ • ภาวะเบาหวานระดับสูง	• มะเร็ง • ปรอทสูง • โรคกระดูกพรุน	• ความดันโลหิตสูง • มะเร็ง • หลอดเลือดสมอง • โรคหลอดเลือดหัวใจตีบตัน

ฟรี! "บีแอลเอ เพรสทิจา เฮลท์" ประกันสุขภาพจ่ายค่ารักษาตามจริง สูงสุด 10-100 ล้านบาท เบี้ยเริ่มต้น 15,742 บาท/ปี*

*จำนวนค่าเบี้ย 11 ปี แยก 10 ส่วนตามพื้นที่คุ้มครองในประเทศไทย

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The company has launched the BLA Healthy Station channel that produce health-related programs. The aim is to distribute information to customers and interested parties through social media channels that the company has, both Facebook and YouTube. Since September 2020, the company has received good cooperation from various healthcare industry partners such as hospitals and pharmaceutical manufacturers. For example, the collaboration between Bangkok Life Assurance Public Company Limited and Bumrungrad Hospital and Roche Thailand Limited to produce an episode titled “Be prepare for cancer treatment with the healthcare service BLA EveryCare”, aired in November 2020, etc.



Project to support the readiness of athletes and various sports activities

In addition to staying healthy through exercising, feeling protected from physical activities or sports competition risks is also very important. The company therefore launches accident insurance for various activities so that clients and athletes won't have to worry about accidents that may occur during exercising and competitions.

- Accident protection from sports competitions and exercises.
 - Promote runners' safety during the “Walk-Run 2020 OLYMPIC DAY” sports event, whereby the company provides accident insurance to 8,000 participants.
 - Continuously support the Athletics Association of Thailand under the Royal Patronage to encourage national team athletes, in order to help spreading knowledge on how to properly exercise and donating 162 million Baht worth of life and accident insurance.



- “Infinity Run” for health promotion, which is continuously held between 2019 and 2020. The 2020 activity was held at Somdej Phrachao Taksin Park, Phetchaburi Province on January 19, 2020. Bangkok Life Assurance has brought a Health Booth to join the activity as well.
- The “BLA Virtual Run” walk-run for health event is an activity that provides opportunities for current employees, retired employees, and life insurance representatives to participate in a team Virtual Run competition. Participants were to collect and accumulate distance from walking and running from period November 30 to December 30, 2020. The aim of the activity is to promote exercising for a healthy lifestyle. The company sponsors the expenses of activities through the sports club of Bangkok Life Assurance. This event attracted a large participant number of 77 teams, with senior executives joining various teams.



Fight Against COVID-19 Donation from the Board of Directors, Executives, Employees and Life Insurance Representatives

In addition to the expansion of coverage and relief measures to help alleviate the suffering of the company’s insureds, the Board of Directors Executives and employees of Bangkok Life Assurance as well as life insurance representatives and financial advisors of the company has fundraised to donate to various hospitals responsible for caring for those infected with the COVID-19 virus as follow:

The Board of Directors of Bangkok Life Assurance donated to fight against COVID-19. Dr. Siri Ganjarerndee (center), Chairman of the Board along with the Board of Directors and the Company’s executives Bangkok Life Assurance Public Company Limited brought a donation of 500,000 Baht from the Board of Directors to the Ramathibodi Foundation and Thammasat University Hospital to be used to support the treatment to infected patients with COVID-19. The company also showed appreciation to front-line medical officers fighting against the pandemic of this novel coronavirus (Covid-19).



Bangkok Life Assurance, in collaboration with company’s management, employees, life insurance representatives, and financial advisors of the company, donate money to fight against ‘Covid-19’ totaling 475,600 Baht to 4 hospitals which are: Siriraj Foundation, Rajavithi Hospital Foundation, Bamrasnaradura Institute, and Ramathibodi Foundation. The donation aims to support the readiness and equipment necessary to perform the duties of medical personnel in preparation Covid-19 patient treatment and to deliver alcohol gel for hand wash hand disinfection for hospital clients.



Various health-related awards received by the company in 2020

In 2020, Bangkok Life Assurance received various awards on health insurance from both domestic and foreign institutions. The awards are:



Most Innovative Health Insurance Product Thailand from the International Finance Award 2019



Product Innovation Awards 2020 Winning product: BLA Prestige Health from Business+

ENVIRONMENTAL MANAGEMENT, BUILDING ENVIRONMENTAL AWARENESS, AND CONSERVATION

The company promotes environmental awareness building and organizes environment conservation activities within the organization and for general public. The main environmental projects are as follows:

Building Environmental Awareness and Environmental Conservation

- The 12th “Bhappy³” Project

The company, in partnership with Bangkok Insurance Public Company Limited, with Aioi Bangkok Insurance Company Limited and Bumrungrad Hospital, organized an activity that connects the executives and the employees of the four companies together. This is the 12th “Bhappy³” with the “Volunteer Power for Mangrove Plantation and the Sustainable Nature” event. The activity was held at Phra Chulachomklao Fort, Laem Fah Subdistrict Phra Samut Chedi District Samut Prakan Province. The four companies joined together in this mangrove planting activity to build environmental awareness among executives and employees, to recognize and appreciate the conservation of nature and the environment which is a resource that is important to the ecosystem and a habitat for aquatic animals and food for animals in that area, to prevent soil erosion around the coast, slowing down the water current against the shore to strengthen the topsoil, and to conserve the mangrove forests.



● **BLA Happy Life Go Green (Internal activity)**

The efficient use of natural resources is an important basis for the sustainability of the country. The company therefore aims to instill consciousness of resource conservation in employees and to realize the value of natural resources.

The company's administration is assigned to oversee the energy, water, and paper use in the organization by setting goals through controlling operating costs (Administration Expense) per total insurance premium of not more than 5% per year. The projects have been on-going and it allows all employees in the organization to participate in building a better society. The projects are:

Electricity Saving Project

- The Energy Saving Project gathers information on how to save energy. The set of information is published on the company's electronic channels (Smart Home). The project also campaigns turning off the lights during the day, while away for a meeting, or after work hours by attaching number stickers on the desk to control energy use in specific areas. The project also includes installation of an automatic computer shutdown system.
- Switching to an energy-saving device, especially light bulbs in an area where light bulbs must be on all the time such as floor hallways.
- The project promotes a healthy lifestyle of walking up/down the stairs instead of using elevators. The company place numbers of energy used on each step of the stair to encourage users. Besides the health benefits, this project also saves more electricity than using elevators.

Water Saving Project

- Water Saving Project campaigns wiping the surface before using the water, checking equipment before using water, reusing water resources, turning faucet off completely after every use, and/or reporting to the responsible officers as soon as water leaks are found, and the installation of automatic faucets in the restroom sinks on every floor in the new building

Paper Resource Saving Project

- The project campaigns paper re-use and documents scanning to store on a computer instead of photocopying to reduce the use of paper. This results in the use of paper resources to be cost-effective as well as to reduce the storage space for documents, which helps with safety and prevent fire risks.
- Shredding documents to be done by delivering to the companies/shops to destroy by boiling, which is an initial step of used paper to be re-produced. This results in use of tree resources being cost-effectively and conserve the environment.
- Environmental Conservation project in the office by setting up white paper donation box for recycling. The donation boxes are placed next to every photocopy machine in the building.

The company also aims to improve its internal work processes with digital technology. This campaign reduces both the use of resources and the time of operation, and it also improves operational efficiency.

Project Outcomes

ELECTRICITY CONSUMPTION VOLUME OF THE COMPANY

Year	2018	2019	2020
Electricity volume	3,397.74 Megawatt/Hour	3,432.65 Megawatt/Hour	3,451.53 Megawatt/Hour

WATER CONSUMPTION VOLUME OF THE COMPANY

Year	2018	2019	2020
Water volume by cbm	20,922 Cubic Meter	19,453 Cubic Meter	20,813 Cubic Meter

PAPER USAGE VOLUME OF THE COMPANY

Year	2018	2019	2020
Recycled paper volume	36,826 Kilograms	41,008 Kilograms	20,986 Kilograms

Participation in Climate Change and Global Warming Relief

● Promoting Paperless transactions

Customer Engagement Promotion Committee is assigned to create a campaign to increase the use of Electronic services for customers and representatives to encourage paper reduction. The services include Electronic Insurance (E-Policy), Insurance Premium Electronic Receipt (E-Receipt), Electronic Insurance Information Modification (E-Pos), Electronic Insurance Claim Filing (E-Claim), Electronic Sales proposal and Insurance Application Form through Smart App, in order to move the company towards the long-term goal of 100% paperless transaction.

Sample Project: “Heartfelt”, Convenient, and Reduce Resource Use” invites policyholders to receive electronic receipts and policies instead of paper documents. Each year, paper is required to print out these documents, equivalent to 114 kg of paper or 35 trees every year. The company will use the cost of issuing paper-based documents to contribute to the construction of the National Geriatrics Medicine Center by the Faculty of Medicine of Siriraj Hospital.

In 2020, there were numbers of applicants joining “Heartfelt, Convenient, and Reduce Resource Use”, thus the project reduced the amount of paper resources used. The total number of e-Policy and e-Receipt initiation is 24,434.

ดีต่อใจ สะดวกสบาย พร้อมลดการใช้ทรัพยากร
เพียงสมัครรับเอกสารแบบอิเล็กทรอนิกส์

ร่วมปันน้ำใจ พร้อมลดโลกร้อนได้ 2 วิธี

1
สมัครรับกรมธรรม์แบบอิเล็กทรอนิกส์ (e-Policy)
= สมทบทุน 30 บาท/กรมธรรม์
เฉพาะการสมัครทำประกันใหม่เท่านั้น
แจ้งความประสงค์โดยระบุใบในคำขอสมัครทำประกันชีวิต ที่รูปแบบกระดาษและระบบออนไลน์

2
สมัครรับใบเสร็จรับเงินเบี้ยประกันภัยแบบอิเล็กทรอนิกส์ (e-Receipt)
= สมทบทุน 2 บาท/ใบเสร็จ

แจ้งความประสงค์ผ่านเว็บไซต์แอปพลิเคชัน BLA Happy Life ระบบบริการออนไลน์ หรือ QR Code >

ทุกๆ การสมัคร คือการร่วมสมทบทุนสร้างศูนย์วิทยาการเวชศาสตร์ผู้สูงอายุระดับชาติ คณะแพทยศาสตร์ศิริราชพยาบาล เพื่อการดูแลผู้สูงอายุอย่างบูรณาการยั่งยืน

ระยะเวลาโครงการ 1 ก.ค. - 31 ธ.ค. 63

- ✓ สะดวกสบาย รับเอกสารส่งตรงเข้าอีเมล
- ✓ หมดปัญหาเอกสารหาย ดูย้อนหลังได้ตลอด
- ✓ ช่วยลดโลกร้อน ลดปริมาณการใช้กระดาษ 114 กิโลกรัม = ต้นไม้ 35 ต้น ต่อปี

Services	Paper use reduction (piece per entry)	Service used in 2020	2021 goal
Electronic Insurance (E-Policy)	20 - 50	1%	5%
Insurance Premium Electronic Receipt (E-Receipt)	1	1.7%	5%
Electronic Insurance Information Modification (E-Pos)	1 - 2	9.6%	12%
Electronic Insurance Claim Filing (E-Claim)	1 - 3	1.3%	2%
Electronic Sales proposal and Insurance Application Form through Smart App	5 - 10	59%	85%

By encouraging employees to reduce paper use and encouraging customers and representatives to use electronic form of services, the year 2020 result was that the company successfully reduces the use of paper up to approximately 609,000 sheets, equivalent to the reduction of 921 trees.

- **New Head Office Design**

The design of the new head office of Bangkok Life Assurance combines awareness and values of environmental conservation altogether. The orientation of the building is set to avoid the heat from the sun. The vertical design covers the southeast and southwest facades. In addition, the renewable energy policy is actualized by installing solar panels to generate electricity for the building and reduce energy consumption for environment conservation as well. As a result, Bangkok Life Assurance’s new head office building was awarded one of the 10 best design buildings from the BCI ASIA AWARDS 2020 and was approved for the environmental impact assessment report, and Land Allocation and Community Service Bangkok (EIA) from the Office of Natural Resources and Environmental Policy and Planning in 2019.



Promoting the building of love and care for the environment among the general public

- **BLA Happy Life Go Green in collaboration with the Thai Creative Association (Magic Eye), BLA Happy Gift project to promote uses of reusable products**

The project “BLA Happy Gift, “Forwarding Green Happiness with Sustainable Gifts” is a project initiated by Bangkok Life Assurance, together with the Thai Creative Association (Magic Eye). The project is organized to raise awareness for all Thai people to take care of our world. This project is open to the public to donate. The donors will receive planet-saving reusable souvenirs for everyday use or as gifts for loved ones such as cloth bags, umbrellas, thermo tumblers, and food boxes to save the planet.

In 2020, the company brought in all donations without any deduction from the project “BLA Happy Gift – “Passing on Green Happiness with Sustainable Gifts” to the Thai Creative Association (Magic Eyes), totaling 277,800 baht to support and live the spirit of the Association in organizing environmental campaign activities.



- **BLA Happy Life Go Green in collaboration with the Thai Creative Association (Magic Eye), Money Fair Activities**

BLA Happy Life Go Green joins hands with the Thai Creative Association (Magic Eye) to organize an activity to raise the awareness of using recycled products among the Thai people. BLA Happy Life Go Green booth is a part of Bangkok Life Assurance financial booth at Money Expo 2020 in Muang Thong Thani. Throughout the event, many parents and children participated in the awareness-raising activities.



Community and Social

• The Company operates business with responsibility to the surrounding communities and society, emphasizing on reducing environmental impact and avoiding operations that may cause any negative impacts on the quality of life of the communities surrounding the establishment. In 2020, the company has erected the new headquarter building. Executives and employees decided to visit the surrounding community to get to know the neighbors. The company openheartedly provide the details of the community coordinator as a feedback channels after the company's joining the neighborhood. In case any complaints or comments are reported, the community coordinator must report to the management for consideration and resolution as soon as possible. In addition, in the long run, the company holds a policy to encourage the neighbor community to hold basic financial knowledge, especially in terms of insurance to cover the needs of each individual.



• The company also cooperated with the insurance representatives of the southern region of Thailand to distribute relief supply bags to the natural disaster victims in late 2020



- Bangkok Life Assurance, in collaboration with CU Enterprise by Chulalongkorn University, invites all to support Covid-19 vaccine research under the “Vaccine for Thais” project. THB 500 per donor, starting December 18th, 2020 9.00AM onwards.



- Bangkok Life Assurance has been awarded the “Top Community Care Companies in Asia” by Asia Corporate Excellence & Sustainability Awards (ACES) 2020. The accolades are to recognize corporates and key people of Asia that advocate to Corporate Social Responsibility projects (CSR). With the “Live as You Design” concept, the Company strives to reassure the Thai people’s sustainable living, happy life, and quality of life improvement, as stated in our Company’s mission and vision.



CORPORATE GOVERNANCE AND RISK MANAGEMENT



GOOD CORPORATE GOVERNANCE

The Company is confident that good corporate governance will lead to creation of sustainable value and has therefore specified a management framework which is efficient, transparent, accountable, and balanced. Furthermore, the Company's business operations must be conducted with honesty and fairness to society with balanced benefits to be shared among customers, shareholders, and other stakeholders.

With determination and continued intention of operating business with responsibility on the foundation of good corporate governance, the Company had been graded at "Excellent" level at the average score of 90% from the corporate governance survey organized by the Institute of Directors



Corporate Governance Framework

The Board of Directors has assigned the Good Corporate Governance Committee the duty of specifying policies and controlling business including revision and improvement of policies and regulations concerning the Company's corporate governance so that they are appropriate and conform to the principles of good corporate governance of the agencies overseeing our business, that is, the Securities and Exchange Commission and the Office of Insurance Commission.

With a determination to maintain the standards of good corporate governance to be on the same level as those of international standards, the Board of Directors applied the Corporate Governance Code or CG Code of The Office of the Securities and Exchange Commission according to the Company's business context and to be the principles for the Board of Directors' use in corporate governance. The CG Code comprises 8 groups which can be considered important mechanisms in driving and supervising the corporate governance to sustainably obtain its objectives in the long run with due integrity for shareholders and stakeholders.

CG CODE (Corporate Governance Code)



Source: www.setsustainability.com

Moreover, the Nomination and Remuneration Committee has the responsibility of nominating qualified personnel according to the relevant rules and regulations and these personnel will be presented to the Company's Board of Directors and/or at the Shareholders' Meeting for consideration for nomination as Director and Authorized Officer of the Company. In this respect, the consideration will be based on equality and the Company will assess the skills, experience and various qualifications of the person nominated as Company Director in order that the composition of the Board of Directors be varied, sweeping and appropriate for the context in conducting a life insurance business.

The Company recognizes the importance of Risk Management at the present time as well as Technology Management which has an increasing role in life insurance business operations. In 2019 the Board of Management passed a resolution to set up a Digital Innovation Section and delegated the Vice Chairman of the Executive Board as the person responsible for the management of the operations.

CORPORATE GOVERNANCE STRUCTURE

(as of 31 December 2020)

BOARD OF DIRECTORS	
Sub-Committees	Core Executive Committees
<ul style="list-style-type: none"> • Executive Committee • Audit Committee • Nomination and Remuneration Committee • Good Corporate Governance Committee • Risk Management Committee • Investment Committee • Performance Assessment and Evaluation Committee 	<ul style="list-style-type: none"> • Fair Market Committee • Management Committee • Product Committee • Capital Working Committee • Insurance Agents and Financial Advisors Conduct Committee

BALANCED STRUCTURE OF COMPANY'S BOARD OF DIRECTORS

(as of 31 December 2020)

Independent Directors	5 out of 15 persons	33%
Directors participating in management of business	3 out of 15 persons	20%
Non-executive Directors	12 out of 15 persons	80%
Female Directors	5 out of 15 persons	33%
Male Directors	10 out of 15 persons	67%

Efficiency of Committees

In keeping with the principles of the Good Governance Code, the Board of Directors has stipulated that there be a self-appraisal of own performance by the Directors of the Board and by each Sub-Committee once each year both in the form of individual self-appraisal of their own performance and an appraisal of the performance of the Board of Directors and of the Sub-committees and in each set an overall appraisal by the Chairman of the Board of Directors, and the Chairman of each Sub-Committee will appraise the individual Sub-Committee by presenting the result of the appraisal to the Board of Directors and to the Sub-Committee in order to make improvements on the performance for the following year.

Moreover, in order to increase the Board of Director's performance and efficiency, the Company should recruit directors who have diversities of knowledge, experience, capability, age range, and gender so that the Board will have extensive viewpoints and attitudes. In this respect, apart from knowledge and specific expertise in life assurance business, the Company encourages directors to participate in courses organized by the Thai Institute of Directors : IOD and has invited distinguished speakers from the Institute regularly to exchange knowledge and experiences with the Board of Directors on different subject matters according to the appropriateness of the period.

RISK MANAGEMENT

Risk Management is an important mechanism in driving an organization to its goal of sustainably creating value to stakeholders as risk impact may undermine stakeholders' confidence. The Company has therefore specified the organizational risk management framework according to the Enterprise Risk Management : ERM under the level of fund which can appropriately support the risk as per the principles of Own Risk and Solvency Assessment : ORSA in order that the operation of the whole organization will be according to the policy and method of risk management including supplementing the mechanism of risk management systematically within the organization and implanting risk culture in the organization with the aim that every level of employees understands, is responsible and is aware of the significance of participating in risk management in every aspect of the Company's business operations.

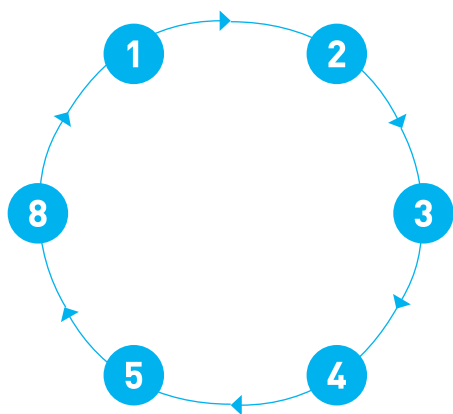
Structure of the Risk Management

The Company's Risk Management Committee, with support from the Investment Committee and the Administrative Committee, has the duty of specifying strategies in managing risk to conform with the direction set out by the Board of Directors to manage risk which appropriate to the business strategy to oversee the operation according to the risk management frame to be confident that all the organizational risks have been controlled and monitored to maintain them at the level the organization is prepared to accept (Risk Appetite) as well as advise the Board of Directors to educate employees about the Risk Culture which should be adhered to. In this respect the Risk Management Committee also has the duty to revise and give advice about the risk management policy for the Company's Committee's consideration and approval as well as report on any new risks which may affect the Company's operations.

Risk Management – 3 Lines Of Defence

The Company has adopted the "3 Lines of Defence" framework to enhance the efficiency and verify the accuracy in each process of Risk Management through cooperation of every work unit within the Company from Board of Directors level to employee level. Risk Control Self-assessment has also been applied for the basic risk assessment before being presented to the risk management committee and the Company's committee for consideration and assessing of risk at the next level or the organization.

6 Processes in the Company's Risk Management



Specifying Aims 1

Specifying measurable and practical aims or goals on actual basis with definite time limit to support when specifying risk factors which may impact capability in achieving aims or goals.

Specifying Risk Factors 2

Specifying circumstances which may cause risk which impacts planned work with the result that aims or goals are not achieved due to the risk which may occur due to internal and external environment

Assessing Risk Probability 3

Assessing the "level of probability" that the risk may occur and assess "level of impact" in case the risk actually occurs, using both qualitative and quantitative assessment criteria.

Risk Management and Fund Management 4

Specifying measures in handling the key risk to reduce level of probability and level of impact of the risk to an acceptable level.

Monitoring and Assessment 5

Monitoring efficiency of processes in risk management and consistently assess the result.

Reporting 6

Regularly reporting results of risk management to people involved, the Risk Assessment Committee and the Board of Directors.

OVERALL PICTURE OF SIGNIFICANT RISKS IN THE BUSINESS OPERATIONS OF THE COMPANY

External Factors	Internal Factors
Politics, Global Economy, Social, Environment, law, population structure, technology	Personnel, working process, information technology system, products
Significant Risks in Insurance Business Operations	Other Risks
<ul style="list-style-type: none"> • Sufficiency of fund risk • Investment risk • Competition risk • Compliance risk • Operation risk • Product risk • Investment risk 	<ul style="list-style-type: none"> • Reputation risk • Cyber threat risk • Digital culture risk • IT change risk

The Company places importance on management of problems or other unexpected events which may have impacts on the Company and stakeholders which include assessment of trends in occurrence of factors which may threaten the Company's business operations, crisis management both before, during, and after the event, up to indications of ways of preventing and managing the aforesaid factors so that the Company can deal with the crisis both at the initial stage and the recovery period efficiently in 2020.

The sub-committees at executive level have continuously gone over the management framework of coping with unexpected emergency situation to make sure that the Company will be able to recover and retrieve the Critical Business Process to its normal specified level of service to reduce the seriousness of the impact to the departments and organization. The Company gives the highest priority to the activity of providing service to customers including supporting departments and the personnel concerned as well as the work process according to Information Security Management ISO/IEC 27001 (UKAS) and Business Continuity Management ISO/IEC 27001 (UKAS).

Emerging Risks

Every year the Company regularly analyzes emerging risks which may cause short-term (within 1 year) and long-term (between 3-5 years) impacts in order to develop measures to support and respond well in time to these risks as well as be able to control impacts which may occur to the Company. In 2019 the Company specified 2 types of emerging risks.

Digital Culture Risk

Due to change in business operation format and operation process within the organization to be able to cope with changes and look for business opportunities at present time which may create personnel risk and digital risk, the Company has specified clear and appropriate strategies and business operations concerning digital. In this connection, the Management had approved the formation of BLA Synergy Team, known as BLAST, which comprises new generation employees from various work units, so each team member has different concept, expertise and skill though these differences enable

Actions

BLAST members to help one another analyze and initiate projects that cause changes to create energy in their design thinking which led to positive and beneficial effect on the Company. Their work method called Agile is used to improve the work process by way of speed in order to respond to innovation and customer centricity, thereby increasing business opportunities and developing the risk management process which may occur.

Technology change risk

The risk in this instance means impact which occurs as a result of technology change which affects the expectation, customer behavior, market and industry, which affect operational risk and reputation risk of the Company. In this respect, in order to cope with the aforesaid risks, the Company created understanding in the changes that occur in order that executives and employees can be ready to deal with the challenge in innovation and the change into digital age.

Actions

There is an increase in the proportion of investment on technology, which encourages employees of the organization to face the challenge and open up to new innovation with a determination in giving service to meet the needs of customer speedily. Also there is a development of products and digital service together with development of process to prevent Cyber Risk.

Environmental, Atmospheric and Pollution Risks

These affect human both directly and indirectly in 2 ways, that is:

- 1) Scientific or biological environmental pollutions which are pollutants so toxic that they affect the health of human beings and living things both plants and animals, or a surrounding having some environments that occur naturally but with so much carrying capacity that it is toxic to human, plants and animals.
- 2) Social environmental pollution which means “such abnormality or corruption in a person or a group of people in that society that causes the society to degenerate” or “the social environment that is a social regulator is no longer efficient or sacred making the state of society difficult or unfit to live in”.

Risk from disease outbreaks

When faced with the calamity of disease outbreaks, making it impracticable to work at the Head Office or branch offices, including risk of traveling to the office by employees, affecting services to customers.

Actions

- The relevant departments and team members should be prepared to protect, to pay attention as well as keep up to date on the pertinent news all the time
- Give advice and suggestions concerning conducts and behaviors
- Set measures, regulations or action plans and business plan so that the Organization has a part in reducing or not contributing to the conditions of the environment both directly and indirectly.

Actions

- The relevant departments and team members should be prepared to protect, to pay attention as well as keep up to date on the pertinent news all the time
- Announcements should be made about measures in protecting the spread of the disease in the office as well as how employees and visitors should conduct themselves at the office as stipulated by the Department of Communicable Disease Control and the government agency concerned.
- Employees are allowed to work from home.

Raising Awareness of Risk Culture

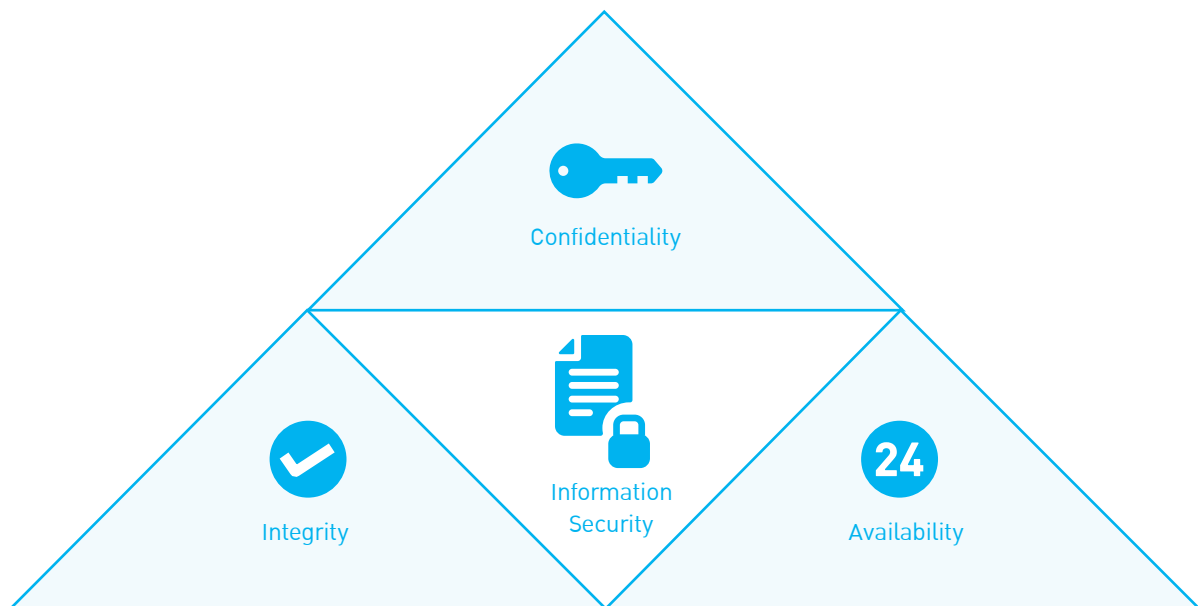
The Company placed importance in creating organizational culture which is important to risk management and raise the awareness of employees at all levels to be a part of the organization’s risk management. The Company delegated the Risk Committee to raise awareness of Risk Culture throughout the organization and directed that this culture be implemented as an organizational culture, specified risk management plans, set management measures to reduce or prevent risks alongside the compilation of the section’s business plan as well as created channels for reporting risks and established a project promoting the awareness by developing and training the Company’s personnel at every level continuously so that they have knowledge, understanding, carefulness and awareness of the risk which may occur which will impact every department in the organization as well as every sector of stakeholders.

DATA SECURITY AND DIGITAL OPERATING SYSTEM

In carrying out business in the digital era, the Company is aware and places importance on data security system as well as customer and Company data protection. In 2020 the Company established an Information Technology Security System Committee which includes a high level executive being the Deputy Chairman of the Executive Board of Directors who is one of the Company's executive directors who looks after the organizational structure and assigned this committee the responsibility of looking after and continually following up on the technology security of the Company in order to create confidence for our customers, agents, employees and shareholders as befitting the technology changes which occur all the time.

Regulations On Technology

With the context of present day business operation process where most of the organization's data are kept in electronics form, the Company places utmost importance on Information Security and Customer Data Privacy. The Company has stipulated corporate policy on information security and policy on personal data protection for employees, executives, life insurance agents, life insurance brokers, business partners, business partnerships, and shareholders to acknowledge and abide by under the regulation on information security on the basis of the Confidentiality-Integrity-Availability (CIA) principle. The aforesaid policy specifies clear roles and responsibilities for development, implementation and monitoring of IT security policy with a committee which will monitor and support that the policy is implemented as well as reviewing and assessing the level of appropriateness in IT security system to conform to the corporate business operation strategy, with an internal and external monitoring bodies having the duty to check and give advice on improvement of the security to be more efficient.

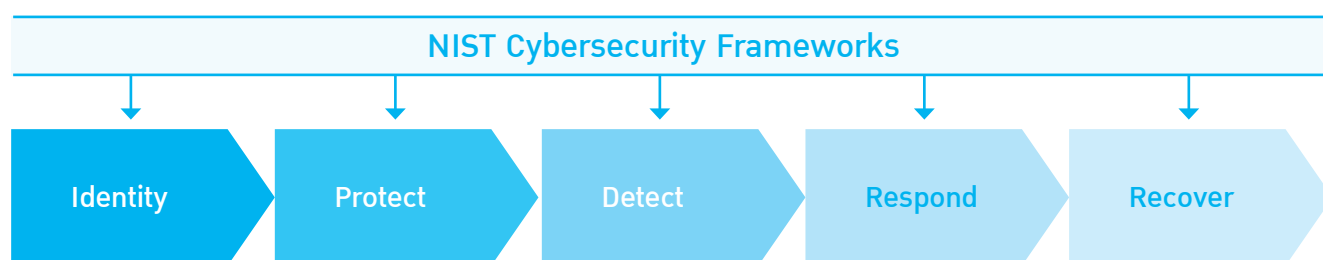


Meanwhile, the Company has received ISO 27001:2013 certificate for information security management; we are one of the leading life insurance business companies since 2015 to obtain this information security standard which covers our computer center, development of information system, monitoring of operation of life insurance policy and group insurance, indemnity handling, and claims receiving center.

Furthermore, in the year 2016 the Company received ISO 22301:2012 certificate for business continuity. The Company has prepared a Second Site for information as well as a Second Operation Site with round-the-clock connection of network system and IT in order to be prepared for emergency in any disruptive incidents which may occur and for a more efficient business operation. The Company rehearses the business continuity plan in accordance with the international standard every year which shows that the Company sees the importance of managing the IT system to be able to operate continuously and efficiently.

Moreover, the IT security which concerns development of IT work process and the Company's important database has been certified by the international system development guideline standard, starting with the compilation of requirements, feasibility analysis, system design and development, testing the result, to actual implementation of the system. Furthermore, the Company has increased the system security standard by having an external examiner standardized in IT security examination check for any security vulnerability in the Company's operating system to ensure that the Company's operating system is in accordance with the standard of the IT security system. In addition, there is regular risk assessment process and review of measures and/or when there is any significant change.

The Company uses pro-active comprehensive cyber operational methods starting from prevention of external (internet) attack and within the corporate network, with a warning and irregularity check system, and fast and efficient response to incidents impacting the IT security in accordance with the International NIST Cybersecurity Frameworks. There is also development of technology, personnel, and continuous cyber-attack check process to enable the Company to capably and efficiently cope with the incident and prevent loss. Together with structure development and comprehensive management regulation. The Company is also determined to create data security culture in the organization so that all levels of employees are aware of the significance of data security, and aims to educate employees on this knowledge by organizing a Proactive Security Awareness training to employees of all levels.



In 2020 the Company arranged for the Security Operation Center – SOC) which is standardized and has IT security system experts to maintain and monitor any attack on the Company's IT system, with fast, real-time response to the attack throughout 24 hours to create confidence in IT system security and to be in line with the Cybersecurity Act as well as the rules and regulatory requirements of the supervising government agency. Moreover, a Cybersecurity Preparedness plan had been organized through various campaigns such as Phishing Exercise in order to check the organization's potential in coping with the attack from the aforesaid situations and responding to it. In addition, the Company tested the emergency plan regularly every year which include situations of having the data attacked, the system crashed, virus infected until the system is damaged and data may be lost and/or the system is halted, and under the mentioned situations the Company will use the emergency plan to use the backup from the Company's Data Center so that the systems for servicing customers which have been set as the topmost important system can be restored within 2 hours (RTO) while other systems will be successively recovered. This covers the preparedness of the emergency plan of the external service-providers and/or of the business partners also. At the same time if there is an incident of data attack and access of personal data, the Company has prepared a "Technical Manual: Report on Cyber Threats and Information Technology and Infringement of Personal Information" for notifying the various relevant regulatory or supervisory agencies for instance the Cyber Security Act and the Personal Data Protection Act.

Additionally, the Company took part in the testing of the plan on the handling of cyber threats in the life insurance and insurance against loss groups with the Office of Insurance Commission (OIC) to increase our potentials in handling work on insurance industry cyber security to the highest efficiency. Our Financial Committee also participated in a workshop on cyber security organized by the Bank of Thailand in conjunction with The Stock Exchange of Thailand and the Office of the Insurance Commission on the topic Cyber Resilience Leadership: Tone from the Top held at the Bank of Thailand to exchange experiences and viewpoints on risk management and preparedness in handling the cyber threats. Furthermore, there are exchanges of knowledge and case studies on cyber security with external agencies such as the Thailand Computer Security Incident Response Team: ThaiCERT and the Thailand Insurance Sector Computer Emergency Response: TI-CERT.

PROTECTING CUSTOMER PERSONAL DATA PRIVACY

With respect to protecting customer personal data, the Company places utmost importance on handling and managing customer personal data with maximum security and has an operation method which complies with The Personal Data Protection Act, the regulations of the Office of Insurance Commission, The Securities and Exchange Commission, and other pertinent regulations including guidelines concerning market conduct of business regulators. The Company has organized and reviewed its Market Conduct Policy and Personal Data Protection Policy and the Company's policy concerning Cyber Security and Information Technology as well as the principles of protecting and disclosure of customer personal data which set out the method of protecting customer data and stipulate the responsibility of the relevant departments in compiling, using, or disclosing customer personal data in order to protect the safety of customer personal data efficiently including stipulate ways and rules in the selection of business partners whose business operation policies should be as prescribed by law.

The Company respects every customer's privacy right and confidentiality and has a rule in managing and protecting customer data safely, with consideration for customer privacy, data protection, as well as a determination to prevent the usage of personal data and/or insurance application data without customer's approval. In this respect, in order to get customer's approval, the Company would notify the customer clearly of the aim for compiling, using, or disclosure of customer personal data. In case it is found that personal data is in error or inaccurate, customers may contact the Company's Call Center by phone to amend the data.

As regards activities in creating awareness about protection of personal data, the Company is determined to continuously create awareness and knowledge in personal data protection in the organization for the Board of Directors, executives, employees and life insurance agents through training activities, seminars, meeting of leaders and financial advisors activities, and through electronics channel such as BLA Station Application and animation cartoons concerning Code of Conduct of the Organization, and so on.

ENHANCING THE MARKETING BEHAVIOR OF THE INSURANCE BUSINESS

ANTI-CORRUPTION

The Company announced the Company's anti-corruption policy with a view to establishing good practice as an organizational culture through creation of good corporate governance and compliance with business ethics as well as determining the organization's structure, role and responsibility in corporate governance with efficient internal control and risk management systems in order to prevent operations which create corruption.

ANTI-CORRUPTION Guideline

The Company announced an anti-corruption policy and proceeded to improve the anti-corruption measures to conform to the changes according to regulation and context in operating a business, and also communicated the policy and good practice for acknowledgement by the committees, executives and every level of employees in the organization for their strict adherence and practice. The contents of the aforesaid Policy clearly covers important corruption and bribery styles such as political assistance, donations for charity, funding, payment for amenities, including cost of gifts, entertainment costs, and other expenses, which may lead to corruption. In 2020 the Company did not have any cases of accusation or complaint concerning corruption and bribery from the Office of Insurance Commission, Office of Anti Money Laundering, Office of the National Anti-Corruption Commission and The Securities and Exchange Commission.



The Company places importance on operating business with transparency and in consistency with the anti-corruption and anti-bribery policy. We are therefore announcing the rule of declining to give and accept gifts. All levels of employees shall not give or accept gifts, complimentary items, or other benefits to various companies and organizations except on special occasions and the gifts, etc. shall not exceed 2,000 baht per case per year. This is in accordance with the organization's culture of ethics and transparency.

Management Of Complaints And Corruption

Under Whistleblower Guideline, the Company encourages employees and relevant third-parties to give a tip-off or information on acts which are not consistent with the practice and ethics in the business operation of the Company through various channels such as email, letter, telephone, and the Company's Website. The Company has a policy in keeping information confidential by not disclosing the identity of the person reporting the case as well as a process in handling complaints systematically by specifying the offices with specific skills in examining facts to have the duty of investigating the incident or the case in a timely manner and report the result of the proceeding to the Disciplinary Committee. The result of the investigation will be reported to the Audit Committee's acknowledgement every 3 months. In 2020, the Company received 2 tip-off reports or complaints; however, result of investigation found that they were not connected to corruption or infringement of the Company's Good Corporate Governance policy.

Employees or people outside the organization are to report wrongdoings in case of faulty work procedure or mistakes and in case of corruption through

Mail to:

[Internal Audit Department, or Compliance Office](#)

Bangkok Life Assurance PCL

1415 Krungthep-Nonthaburi Road,

Wongsawang,

Bangsue, Bangkok 10800

Email / Telephone No.

[Internal Audit Department](#)

Telephone: 0-2777-8233-4

Telefax: 0-2777-8237

auditor@bangkoklife.com

[Compliance Office](#)

Telephone: 0-2777-8861

Telefax: 0-2777-8605

compliance@bangkoklife.com

Business Operation Ethics

The Company enhance a governance of customer fair treatment by establishing a Market Conduct Committee, comprising Directors and high-level executives. In 2020 the Market Conduct Committee held a meeting to carry on their role in supervising, monitoring, and controlling the quality of product sales offering and servicing of customers via every channel systematically, in the same direction and keeping abreast of the situation in order to maintain fairness. The operation of this Committee will then be reported to the Good Corporate Governance Committee and the Board of Directors. This is to show the Company's determination in supervising work procedures to be ethical and responsible for every group of stakeholders. The Company stipulated that there be an Audit Committee comprising all Independent Directors having the role of supervising the operations according to the Company's rules, morality and ethics.

Moreover, the Company supports business operations together with brokers and partner companies which place importance on operating business with righteousness and responsibility to society and the environment through the Market Conduct seminar either in class or through digital communication.

ANTI-MONEY LAUNDERING

The Company is determined to improve Anti-money laundering, counter terrorist financing, and spreading of weapons of mass destruction measures, in order to conform with the context in operating life assurance business which includes legal and guideline changes according to international standards by development of the operation systems, by the use of technologies in verifying and establishing the customer's identity as well as continuously enhancing the operation process within the organization to reach the highest efficiency and effectiveness.

The new system of know your customer

In 2019 the Company succeeded in coordinating with the Bank of Thailand, Siam Commercial Bank and relevant government agencies in using customer's identity test system electronically under the National Digital ID Project in order to improve the standards of identifying or testing to know the fact about customers who use services with financial institutions or government agencies and reduce steps in processing customer's documentation when applying for services with financial institutions. This provides financial institutions with reliable sources to use in customer's identification as stipulated by law.

Training Course for Employees on Anti-Money Laundering Laws

The Company organized a training course on prevention of money laundering, financial support of terrorism and spreading of weapons of mass destruction. We also educated all our Executives and employees within the organization so that they become acquainted and understand the correct procedures and can confidently apply the knowledge gained in their business operations. For instance, knowledge of the law, ministerial regulations and announcements concerning money laundering, financial support of terrorism and spreading of weapons of mass destruction, the roles of life insurance companies, methods of verification of facts about customers, and so on. These are done by preparing policies, operation guidelines as well as communicating the knowledge classroom style by preparing information which is concise and easy to understand. From 2020 up till now, altogether 683 Executives and employees or 100% of all relevant Executives and employees who are directly connected to this operation as approved by the anti-money laundering officer have been trained.

Customer Fairness

Customer fair treatment is observed by every department of the organization can be considered the main policy on which Bangkok Life Assurance PCL places importance all the time as customer confidence and trust are a valuable foundation for operating a life insurance business. During the past years, the Company has continuously been developing and improving the rules in market conduct. The Company's comprehensive operations start from creating organizational culture and defining roles and responsibility of executives; developing products; defining remuneration criteria, sales offer process; communicating with and educating employees and persons offering products; customer data care; handling complaints; controlling, supervising and inspecting; and defining contingency plans for continuous business administration.

In addition, the Company strictly adheres to rules and guidelines on market conduct established by the Securities and Exchange Commission and the Office of Insurance Commission, contents of both agencies which conform. Also, the Company has inserted the market product principles as the Company's ethics and aims at developing the technological innovation so that all the persons offering products can offer the Company's products while adhering to the principles of protecting customers' interest, and offer what is most appropriate for customers with fairness and do not take advantage of unknowing customers.

Presently, the rate of senior citizens in Thailand has increased rather rapidly. Senior citizens are therefore one factor to whom life insurance companies give importance. The Company, in the capacity of operating life insurance business as well as offering services as broker, trader, distributor of securities

which are unit trusts, foresee the importance of vulnerable investors especially senior citizens. The Company has therefore prepared a guideline which complies with the rule of the Office of the Insurance Commission and of the Securities and Exchange Commission, Thailand which have special contact process as the Company considers that benefits to customers are of much importance, and to ensure that vulnerable investors receive comprehensive services, the Company has established a confirmation call process for customers who apply for life insurance with the Company for the services of broker, trader, distributor of securities which are unit trusts. The Company has a process by which vulnerable investors may appoint a Trusted Person or an Authorized Person to listen in on our offers of products.

In 2020 the Fair Market Committee which has specifically been formed by the Board of Directors started carrying out its duty by supervising the quality in offering products and services by the persons presenting products through every channel so that the practice to customers complies to the policy and principle concerning market conduct.

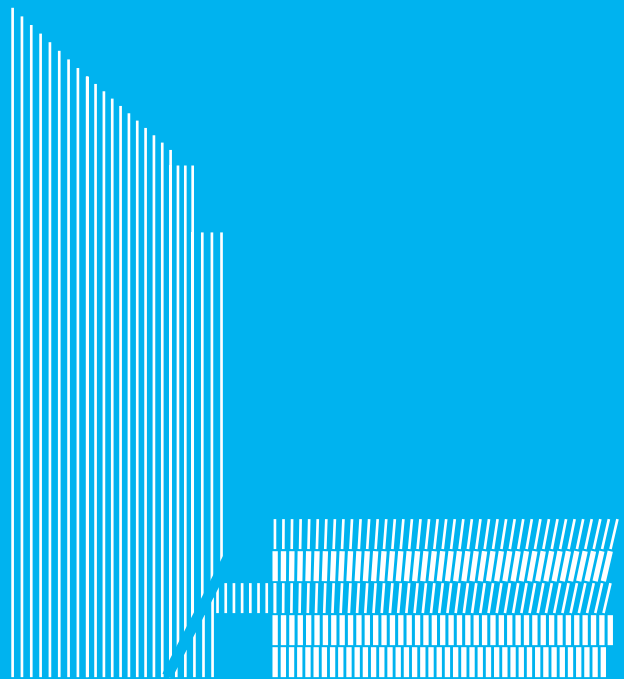
Determination under the Market Conduct Policy

<ul style="list-style-type: none"> • Customers trust and feel confident that the Company provides service in a fair and just manner. 	<ul style="list-style-type: none"> • Aiming to improve product offer and services which largely take into consideration the benefits to customers.
<ul style="list-style-type: none"> • Give advice on products and services that meet the needs and are appropriate for customers. 	<ul style="list-style-type: none"> • Aiming at giving customer convenient and accurate service, coupled with taking care and solving problems promptly.



บริษัท กรุงเทพประกันชีวิต จำกัด (มหาชน)
BANGKOK LIFE ASSURANCE PUBLIC COMPANY LIMITED

STEP TOWARDS *THE SUSTAINABLE* FUTURE



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