

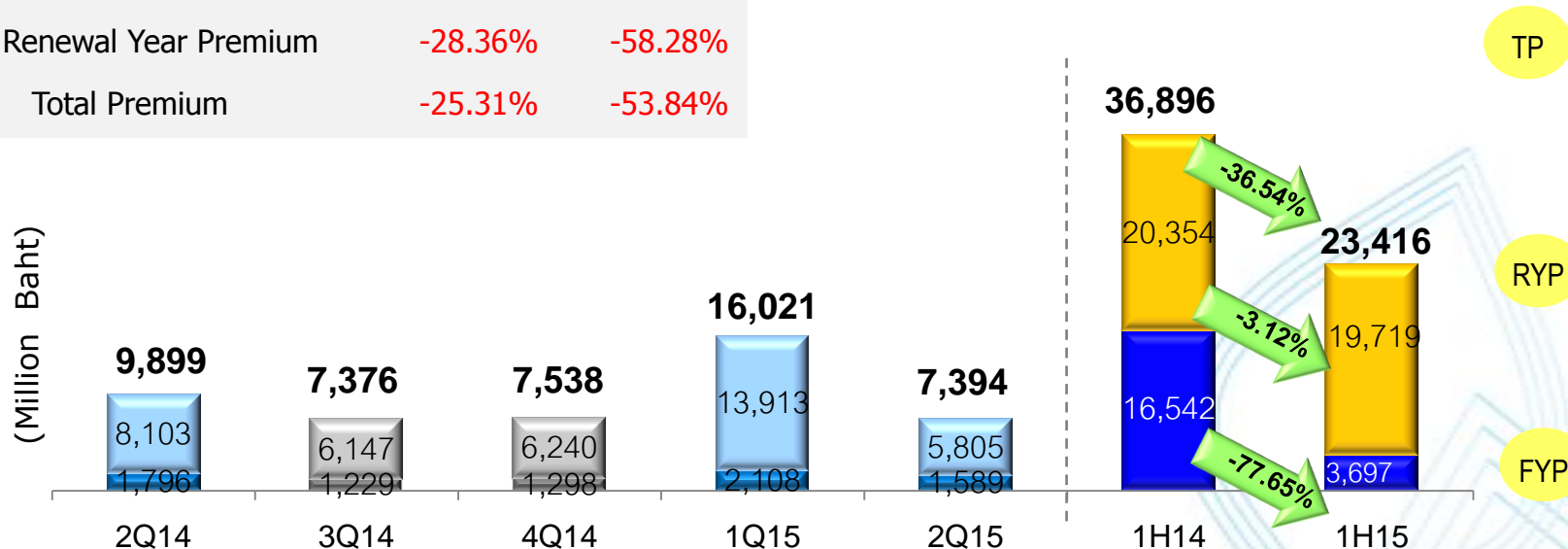


กรุงเทพประกันชีวิต  
BANGKOK LIFE ASSURANCE

**Analyst Meeting**  
**2Q/2015 Performance Update**  
**August 13, 2015**

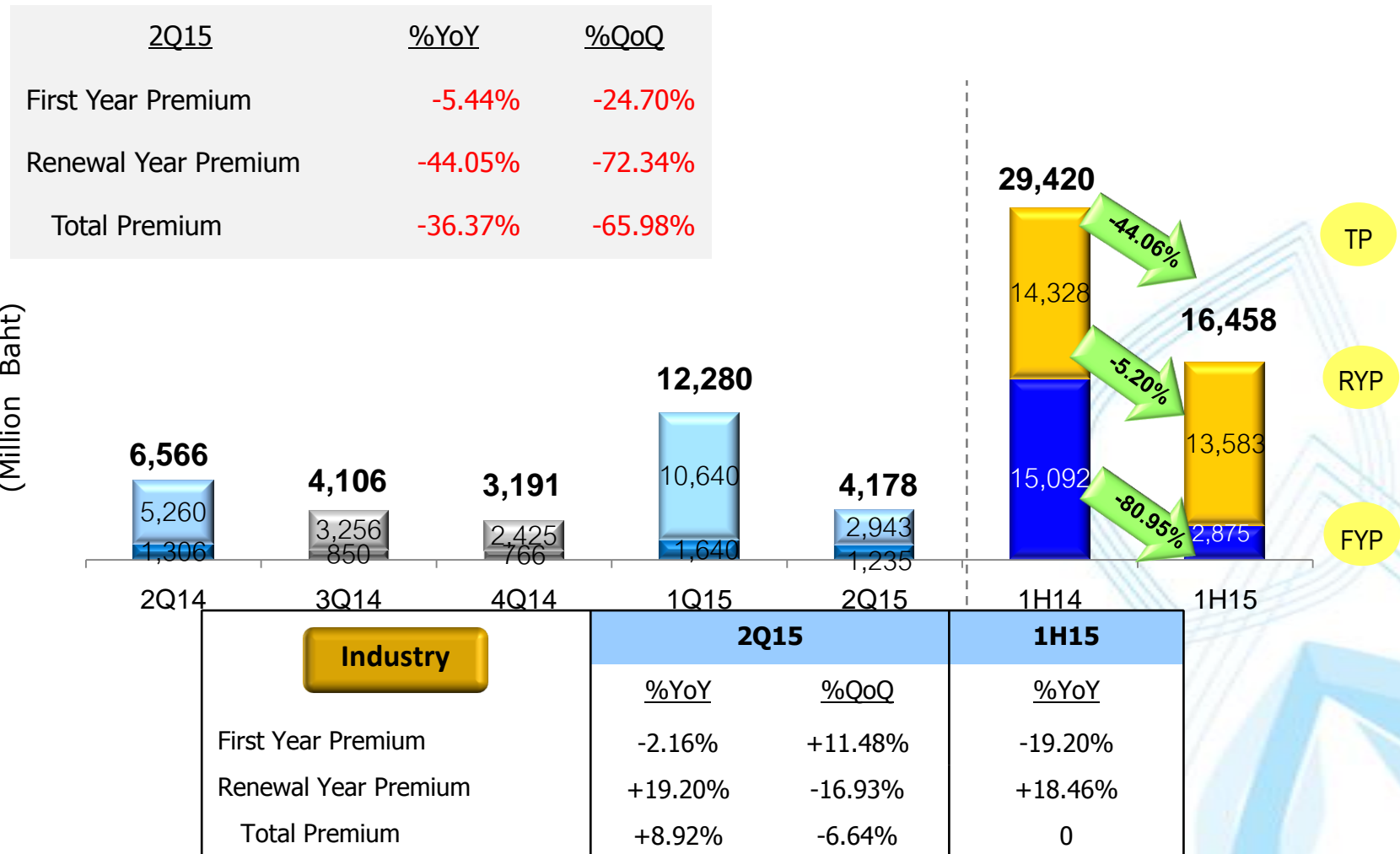
# BLA Premium: FYP & RYP declined in both Bancassurance and Agent

2Q15	%YoY	%QoQ
First Year Premium	-11.53%	-24.62%
Renewal Year Premium	-28.36%	-58.28%
Total Premium	-25.31%	-53.84%



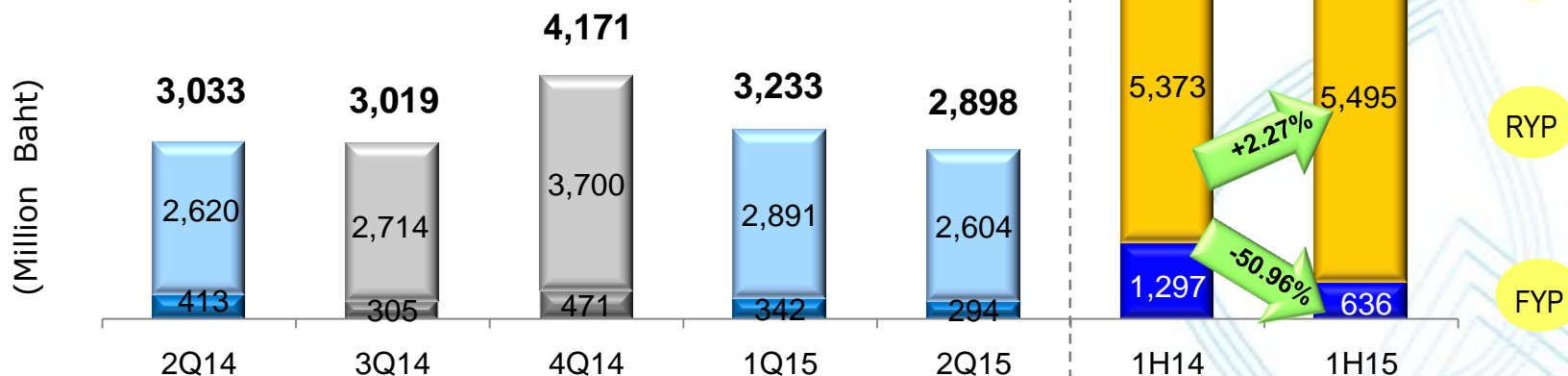
Industry	2Q15		1H15
	%YoY	%QoQ	%YoY
First Year Premium	+2.78%	-8.0%	-10.75%
Renewal Year Premium	+9.40%	-8.29%	+10.43%
Total Premium	+7.12%	-3.47%	+2.79%

# Bancassurance: FYP Growth declined due to large amount of Single Premium sold in 1Q14, RYP dropped due to the premium payment of product ended



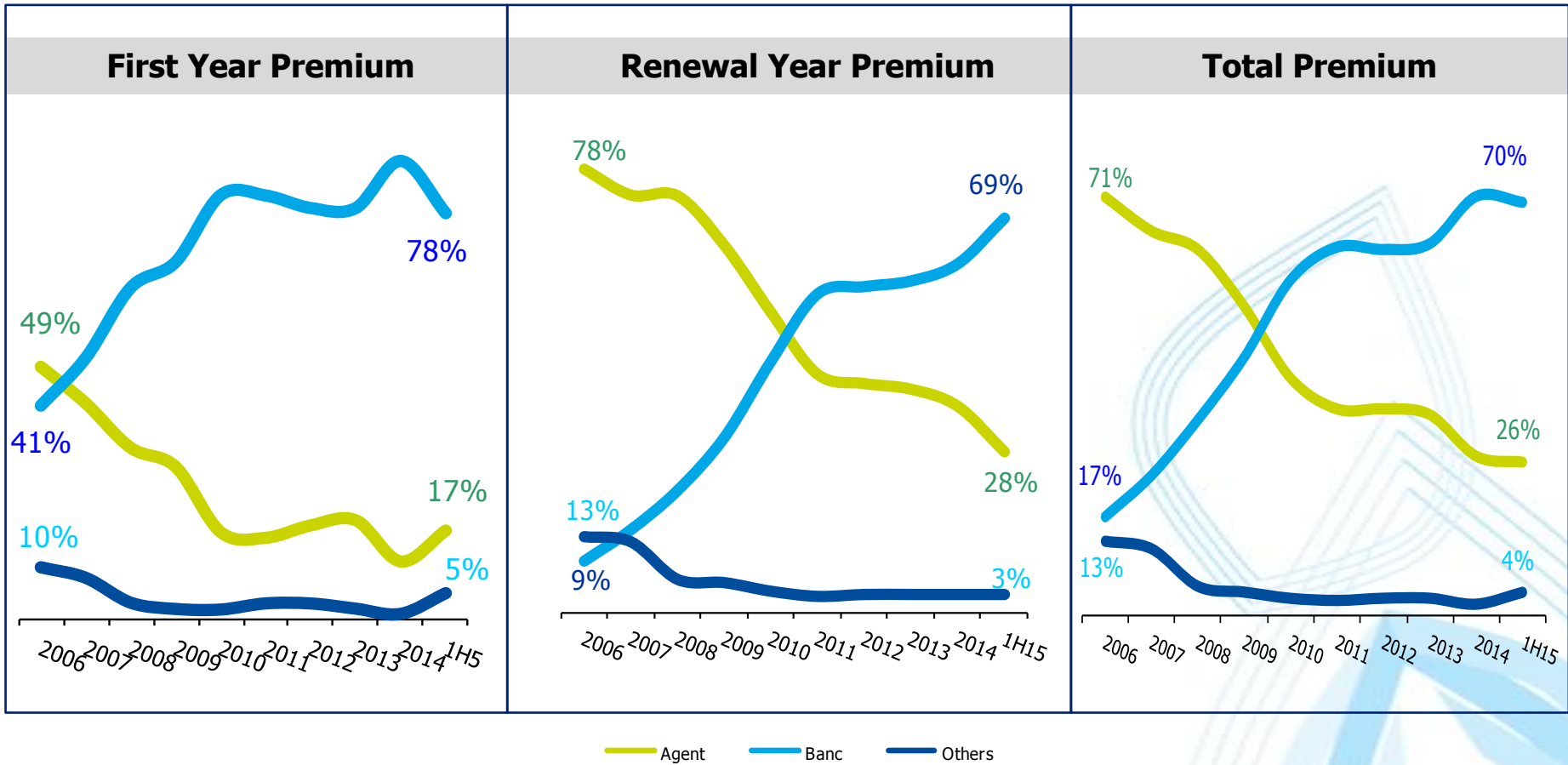
# Agent: Growth declined due to high base from ST Endowment sold in 1H14, whereas 1H15 focusing on protection and LT Endowment

2Q15	%YoY	%QoQ
First Year Premium	-28.81%	-14.04%
Renewal Year Premium	-0.61%	-9.93%
Total Premium	-4.45%	-10.36%



Industry	2Q15		1H15
	%YoY	%QoQ	%YoY
First Year Premium	+15.25%	+5.64%	+7.10%
Renewal Year Premium	+3.72%	+1.66%	+4.63%
Total Premium	+6.14%	+2.54%	+1.84%

# Bancassurance continues to be an important channel for BLA



## Product Mix: Focus on protection and long term Endowment in 1H15

Agent Channel	FYP (%Growth)		Proportion (%)			
	2Q15	1H15	2Q15	2Q14	1H15	1H14
Regular Endowment	(46.00)	(70.20)	43.35	41.95	43.22	38.17
Whole Life	(4.44)	(2.96)	50.71	35.41	51.83	21.49
Single Premium	(85.90)	(96.60)	5.94	22.64	4.95	40.34
Total	(26.10)	(51.01)	100.00	100.00	100.00	100.00

Bancassurance	FYP (%Growth)		Proportion (%)			
	2Q15	1H15	2Q15	2Q14	1H15	1H14
Endowment	(21.15)	(86.32)	57.34	57.98	66.85	93.06
Credit Life	(5.30)	(10.70)	42.66	42.02	33.15	6.94
Total	(14.50)	(81.00)	100.00	100.00	100.00	100.00

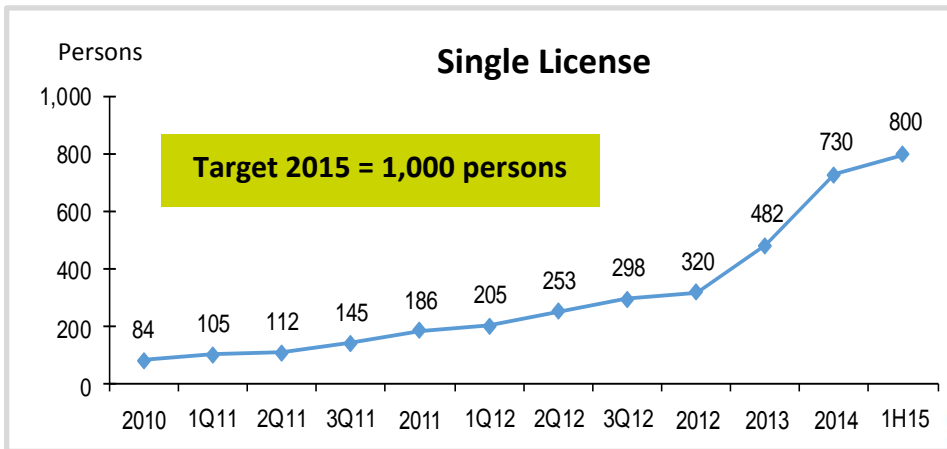
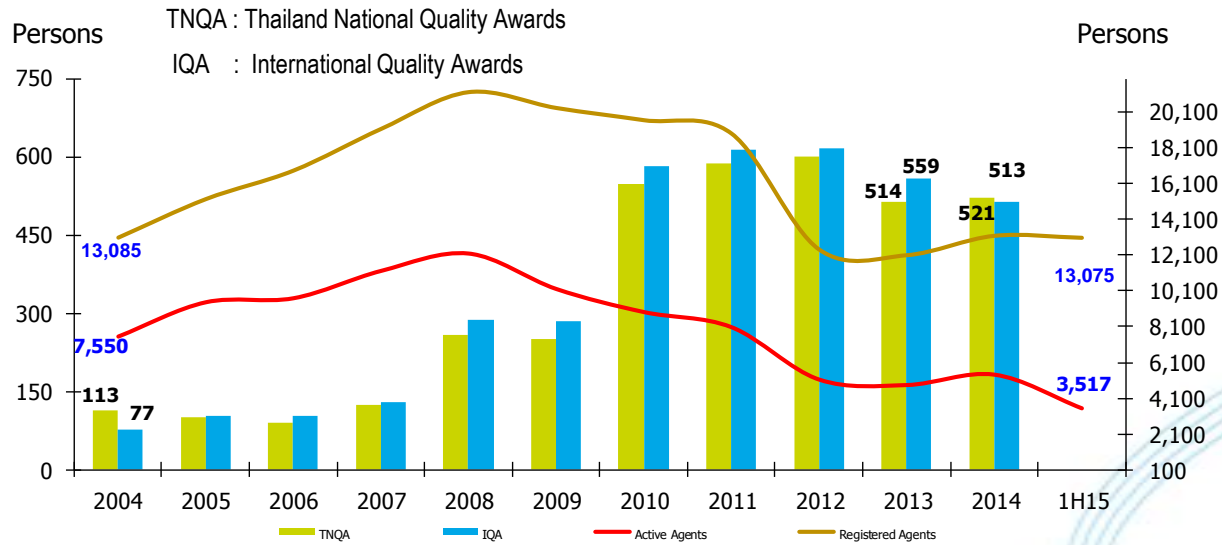
## Product Mix: Endowment and Life protection dropped whereas Group Employee is still growing

FYP	%Growth		Proportion (%)			
	2Q15	1H15	2Q15	2Q14	1H15	1H14
Endowment	(22.4)	(85.56)	53.01	56.72	59.50	90.95
Life Protection	(5.08)	(8.75)	42.66	37.27	33.81	8.34
Group Employee	(23.20)	22.10	4.00	3.93	5.37	0.86
Others	(2.90)	1.10	0.96	0.87	0.83	0.18
Total	(11.53)	(77.5)	100.00	100.00	100.00	100.00

Total	%Growth		Proportion (%)			
	2Q15	1H15	2Q15	2Q14	1H15	1H14
Endowment	(28.83)	(40.32)	77.79	81.64	84.37	89.69
Life Protection	(13.39)	(6.03)	17.66	15.23	11.95	8.07
Group Employee	8.72	5.00	4.06	2.79	3.41	2.06
Others	(9.22)	(4.32)	0.49	0.34	0.27	0.18
Total	(25.30)	(36.56)	100.00	100.00	100.00	100.00



# Agency Force: BLA focuses on increasing the no. of agents in tandem with improvement in agent quality



### No. of TNQA of Industry

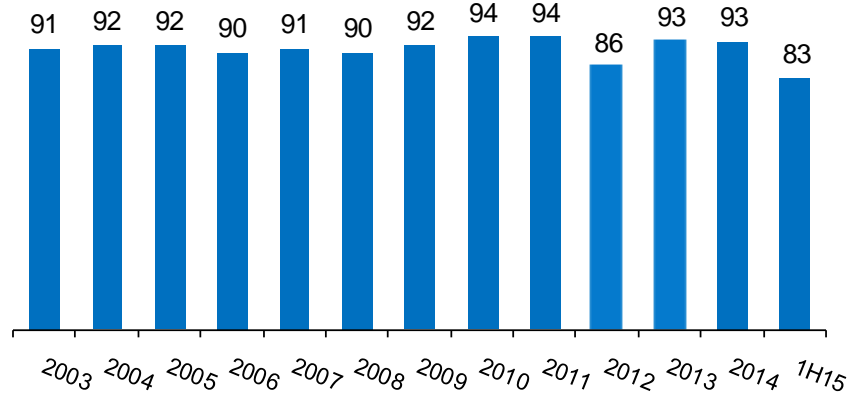
Unit: person

Company	2014	2013	2012	2011
AIA	1,002	880	847	577
TLI	791	662	569	465
<b>BLA</b>	<b>599</b>	<b>586</b>	<b>548</b>	<b>348</b>
OLIC	450	435	380	395
KTAL	93	135	97	95
MTL	65	30	30	30
SCBLife	13	9	10	18
<b>Industry</b>	<b>3,117</b>	<b>2,835</b>	<b>2,554</b>	<b>2,036</b>



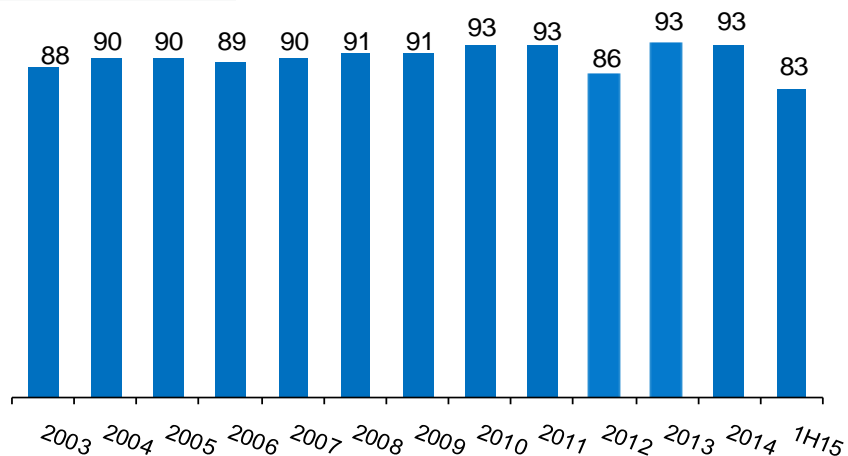
# Premium collection rate dropped due to the premium payment of product ended, the same rate with the industry

## Ordinary



Ordinary (%)	2Q15	2014	2013	2012
KTAL	88	86	89	92
AIA	90	91	90	92
TLI	83	91	88	92
AZAY	87	87	88	87
SCBLife	85	86	86	88
MTL	81	82	82	90
OLIC	74	80	75	84
Industry	84	87	88	90

## All Type



All Type (%)	2Q15	2014	2013	2012
TLI	83	91	86	91
AIA	86	87	86	88
AZAY	86	85	86	85
SCBLife	84	86	85	87
KTAL	83	86	88	90
MTL	81	82	82	90
OLIC	77	80	77	82
Industry	83	86	86	88

# Financial Position

Unit : MB

	1H15	%	2014	%	Chg. (MB)
<b>Total Assets</b>	<b>238,561</b>	<b>100.00</b>	<b>215,588</b>	<b>100.00</b>	<b>22,973</b>
Investment	230,436	96.59	208,680	96.80	21,756
Net premises + equipment	465	0.19	389	0.18	75
premium receivable	2,180	0.91	1,725	0.80	454
Accrued Investment	2,513	1.05	2,344	1.09	169
Others	2,968	1.24	2,450	1.14	519
<b>Total Liabilities</b>	<b>211,162</b>	<b>100.00</b>	<b>190,009</b>	<b>100.00</b>	<b>21,153</b>
Policy & Premium Reserve	193,664	91.71	178,492	93.94	15,173
Unpaid Benefits	478	0.23	432	0.23	46
Other Insurance Liabilities	7,833	3.71	7,642	4.02	191
Employee Benefits	291	0.14	328	0.17	-37
Others	8,895	4.21	3,115	1.64	5,780
<b>Equity</b>	<b>27,400</b>	<b>12.98</b>	<b>25,579</b>	<b>13.46</b>	<b>1,820</b>

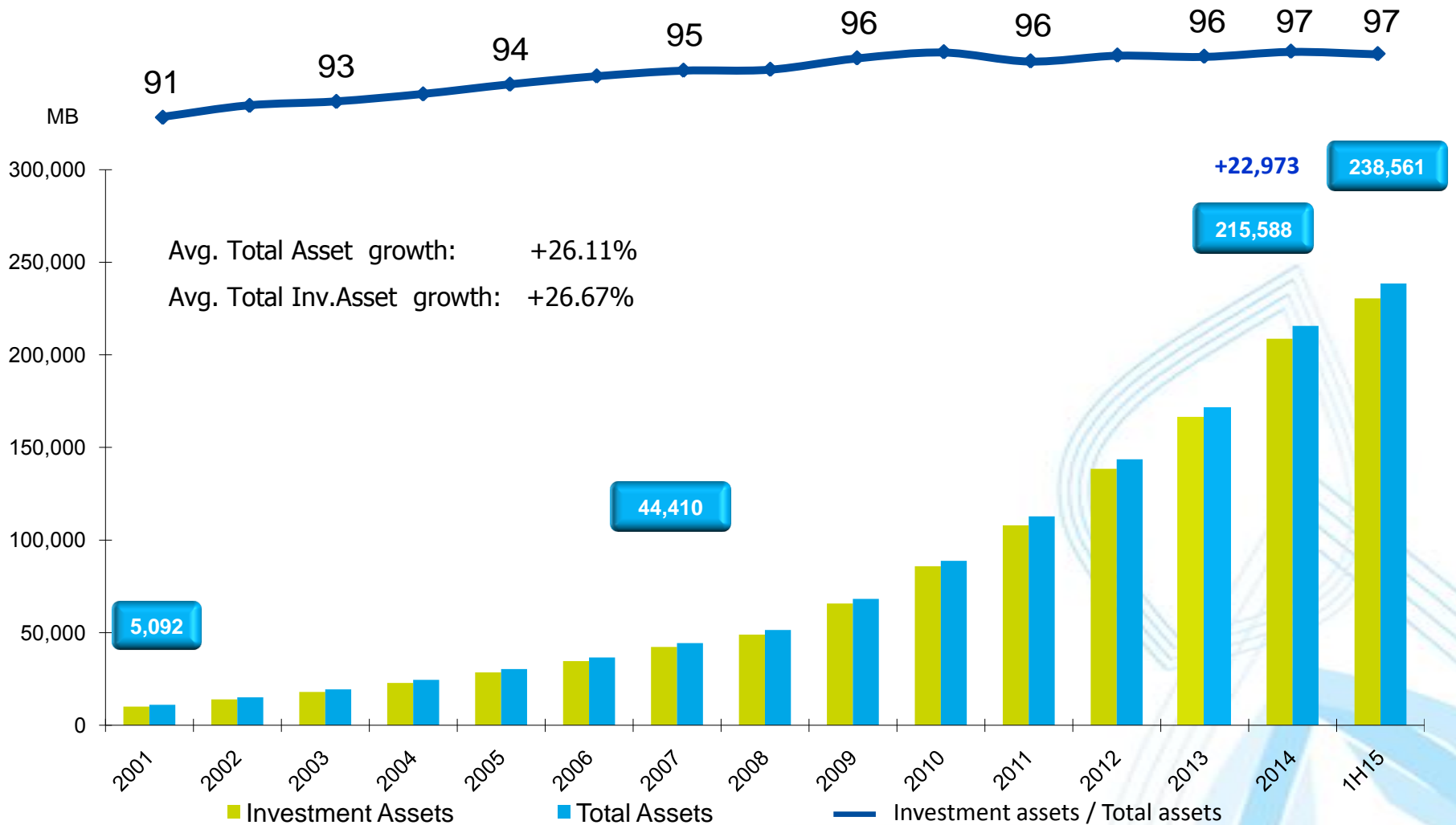
# Shareholders Equity

Unit : MB

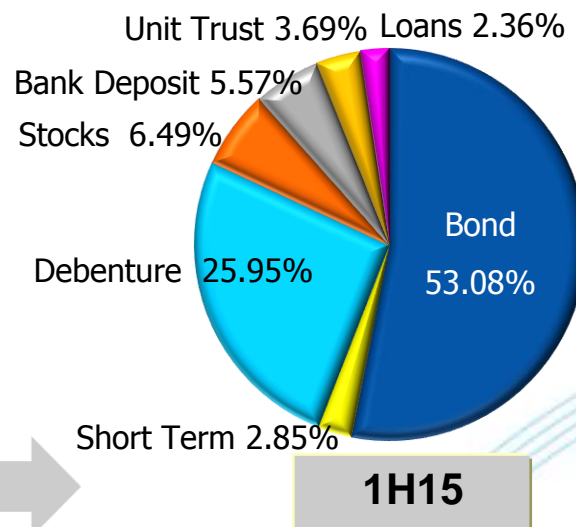
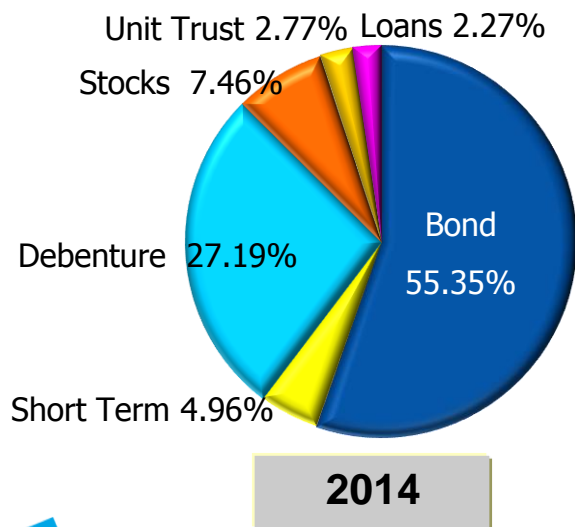
	1H15	2014	2013	2012
<b>Total Equity</b>	<b>27,400</b>	<b>25,579</b>	<b>22,264</b>	<b>19,465</b>
Paid-up Capital	1,702	1,698	1,212	1,205
Share Premium	3,158	2,988	2,846	2,759
Unrealized gain (loss)	5,387	5,539	4,391	5,153
Retain earnings	17,082	15,251	13,747	10,283
Others	70	104	67	64
<b>Life Policy Reserve</b>	<b>193,664</b>	<b>178,492</b>	<b>137,638</b>	<b>112,337</b>
<b>Solvency Ratio (RBC)</b>	<b>347%*</b>	<b>409%</b>	<b>244%</b>	<b>268%</b>

Note: \* Preliminary calculations

# Total Asset continue to grow, increased by 23,000 MB in 1H15



# Investment asset allocation: Higher portion in 1-3 years Bank deposit and Unit Trust



Private Repo Outstanding 4,620 MB

30 June 15

	G-Bond	CB & TB	SOE	Foreign BBB+ to A+
Bond (Avg. Life 18.15 yrs)	83.15%	-	15.94%	0.91%

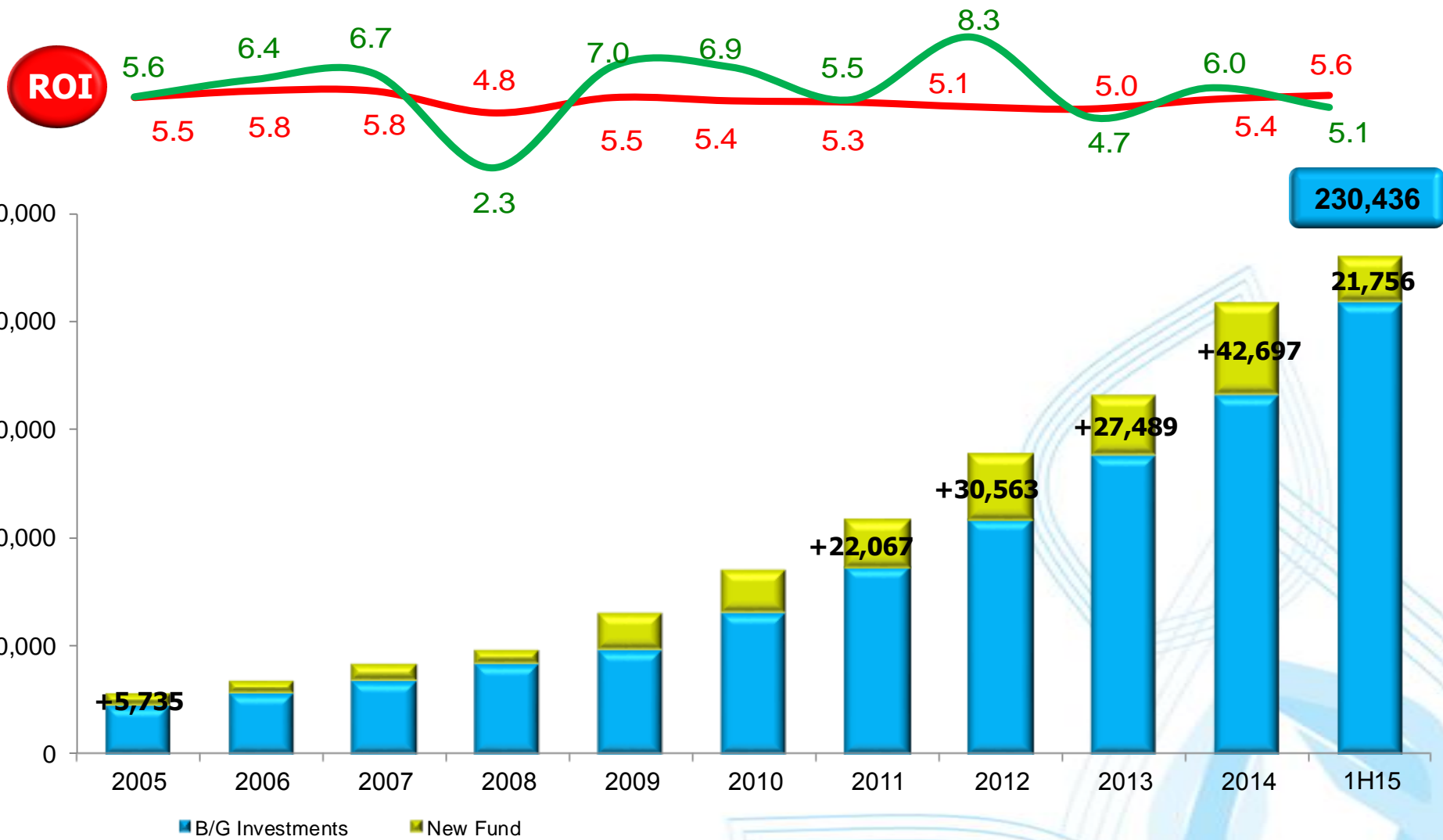
  

	AAA	AA- to AA+	A- to A+	BBB+	Foreign A+ to AA-
Debenture (Avg. Life 7.81 yrs)	11.99%	11.84%	39.83%	2.15%	34.19%

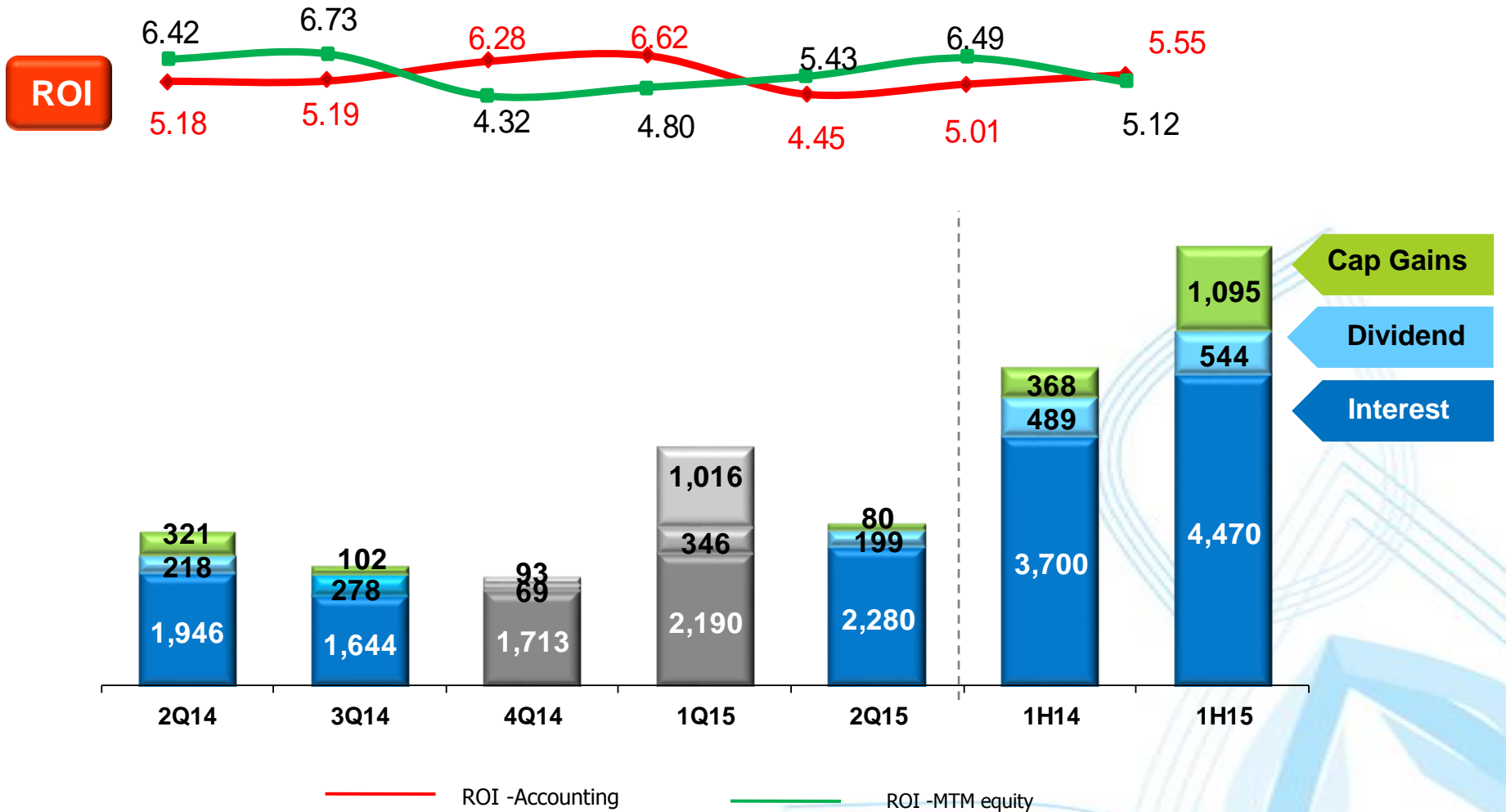
Foreign Investment	% on inv. assets
Fixed income	8.77
Unit trust	0.86
<b>Total</b>	<b>9.64</b>

**Duration 30 June 15 = 9.77 vs 9.76 at end of 31 Dec 14**

# Investment asset continue to grow

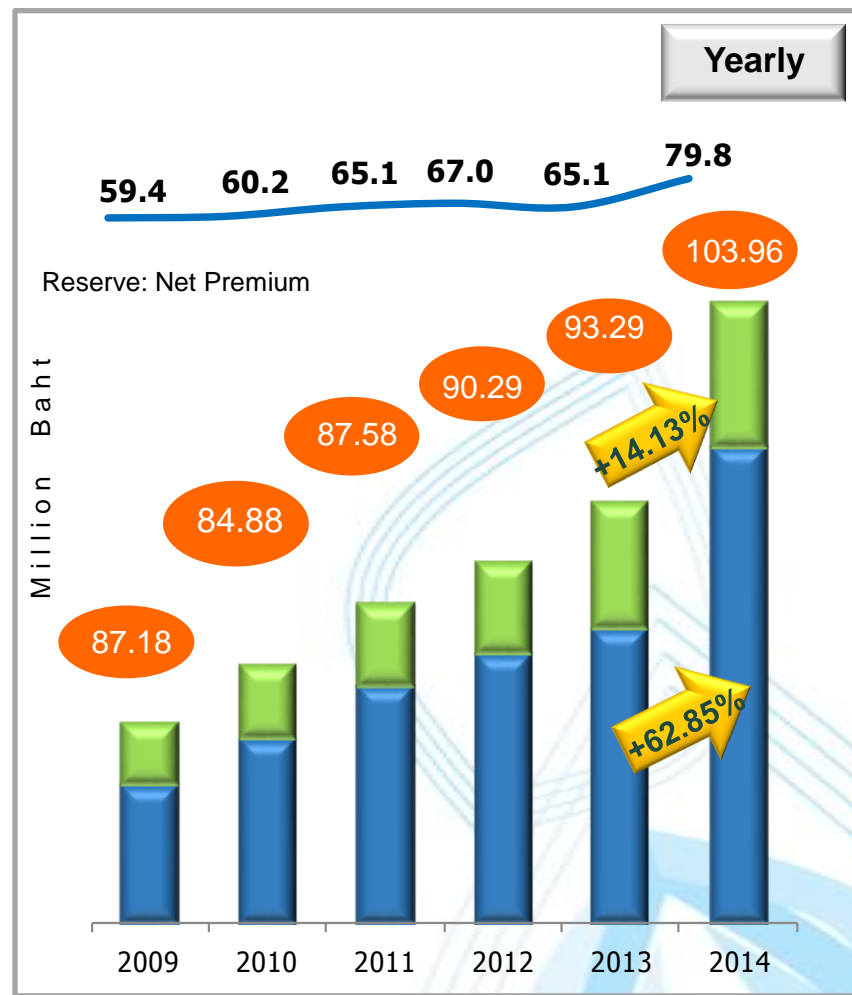
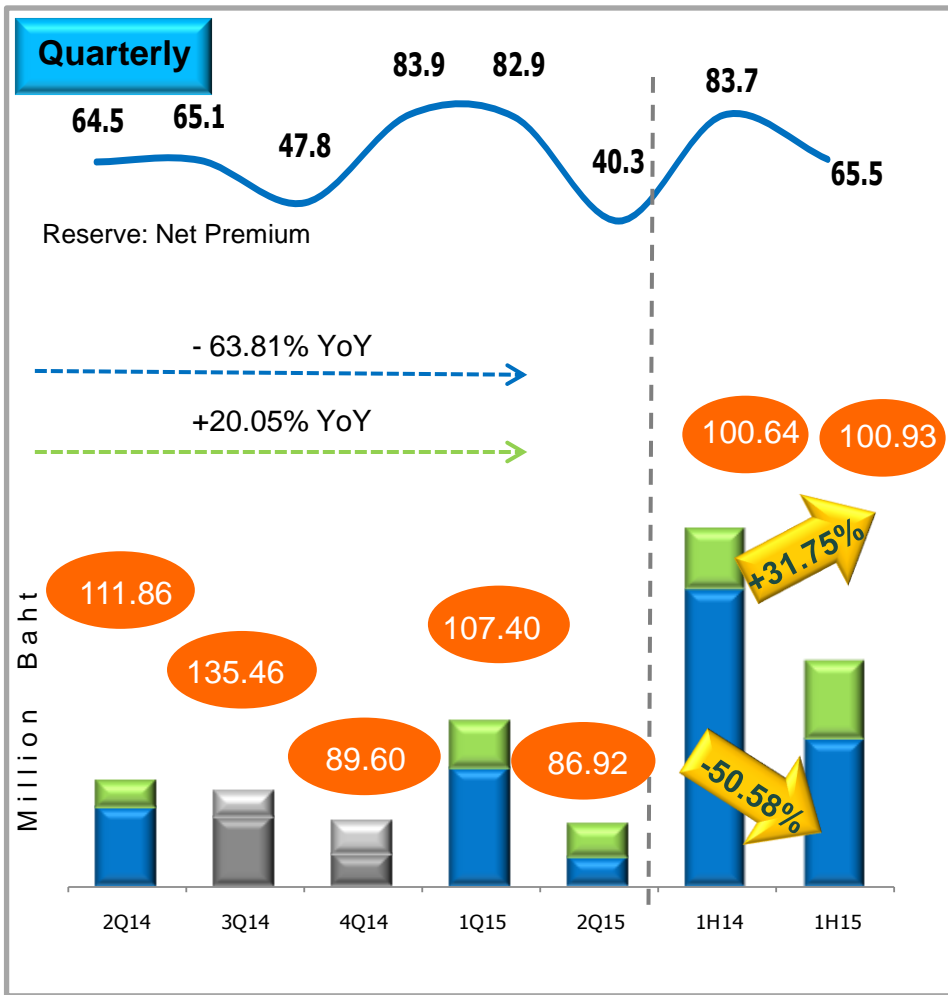


# Income Breakdown: 1H15 Capital Gains push ROI (accounting) to 5.55%





# Reserve dropped in 2Q15 due to reversed reserve as interest rate higher, while Benefit payment increased 32%



■ Benefit Paid   
 ■ Reserve   
 ● = Reserve & Benefit Paid : Net Premium

# Underwriting Income Analysis

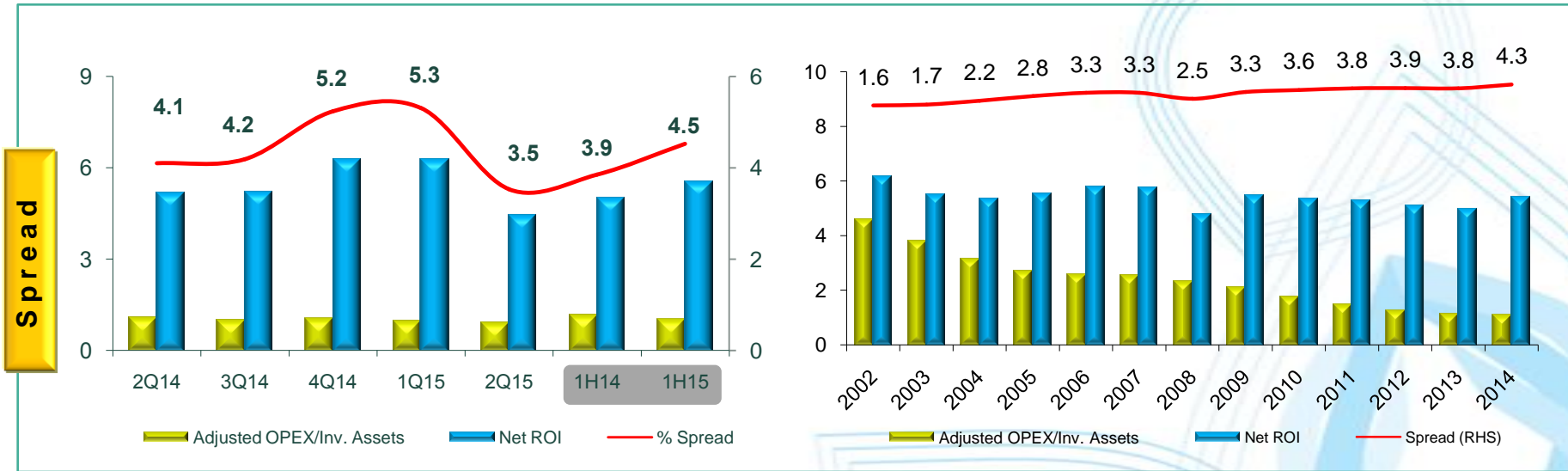
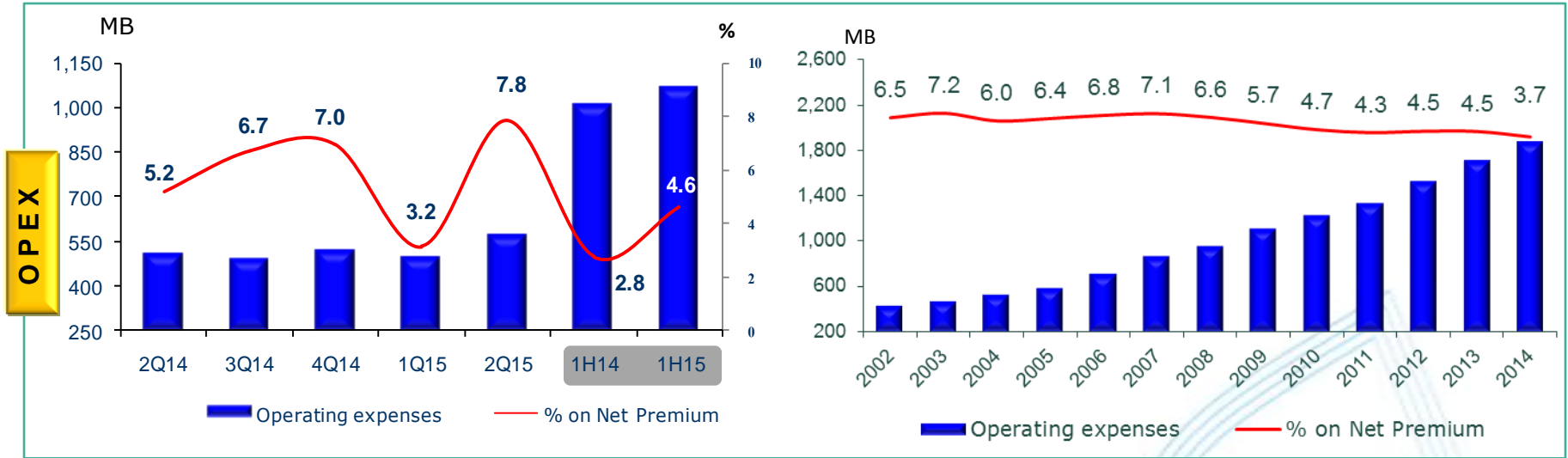
Unit : MB

	2Q15	2Q14	%YoY	1H15	1H14	%YoY
<b>Net Premium</b>	<b>7,274</b>	<b>9,761</b>	<b>-25.48</b>	<b>23,036</b>	<b>36,490</b>	<b>-36.87</b>
Inc. Policy Reserve	2,928	8,091	-63.81	15,084	30,523	-50.58
<i>% of net premium</i>	<i>40.25%</i>	<i>82.89%</i>		<i>65.48%</i>	<i>83.65%</i>	
Benefits Payment	3,395	2,828	20.05	8,167	6,199	31.75
<i>% of net premium</i>	<i>46.67%</i>	<i>28.97%</i>		<i>35.45%</i>	<i>16.99%</i>	
Commissions & Brokerages	626	594	5.40	1,467	1,620	-9.45
<i>% of net premium</i>	<i>8.61%</i>	<i>6.09%</i>		<i>6.37%</i>	<i>4.44%</i>	
Sales Promotion Expenses	97	62	57.51	222	176	25.72
<b>Total Underwriting Exp.</b>	<b>7,054</b>	<b>11,582</b>	<b>-39.09</b>	<b>24,954</b>	<b>38,532</b>	<b>-35.24</b>
<b>Underwriting Income</b>	<b>220</b>	<b>-1,821</b>	<b>112.07</b>	<b>-1,918</b>	<b>-2,042</b>	<b>6.08</b>
<i>% of net premium</i>	<i>3.02%</i>	<i>-18.66%</i>		<i>-8.33%</i>	<i>-5.60%</i>	

# Operating Performance

	2Q15	2Q14	%YoY	1H15	1H14	%YoY
Dividends	199	218	-8.71	544	489	11.25
Interest & Discount Received	2,280	1,946	17.15	4,470	3,700	20.81
Capital Gain on Securities	36	330	-89.11	1,075	396	171.37
Total Investment Inc	2,514	2,494	0.82	6,089	4,585	32.80
Advanced Premium Exp.	12	10	18.39	36	22	65.74
Others	16	9	88.47	30	17	74.83
Net Inv. Income & Other Inc.	2,519	2,492	1.05	6,083	4,581	32.80
ROI	4.45%	5.18%		5.55%	5.01%	
Total Income on Und. & Inv.	2,738	671	307.91	4,165	2,539	64.07
Operating Expenses	550	482	14.14	1,004	913	10.00
% of Net Premium	7.56%	4.93%	53.35	4.36%	2.50%	
Operating Profit	2,189	190	1,054.08	3,161	1,626	94.41
Earnings before tax	2,246	163	1,275.45	3,147	1,470	114.10
Income Tax	400	-6	-7,349.64	535	205	160.84
% income tax rate	17.82%	-3.38%	-62721.64%	17.00%	13.95%	21.84
Net Income	1,846	169	993.38	2,612	1,265	106.52
Comprehensive Income	2,382	855	178.57	2,460	2,644	-6.96
EPS	1.08	0.14		1.54	1.04	

# Expenses: OPEX/Net Premium increased due to lower premium base, still controllable.



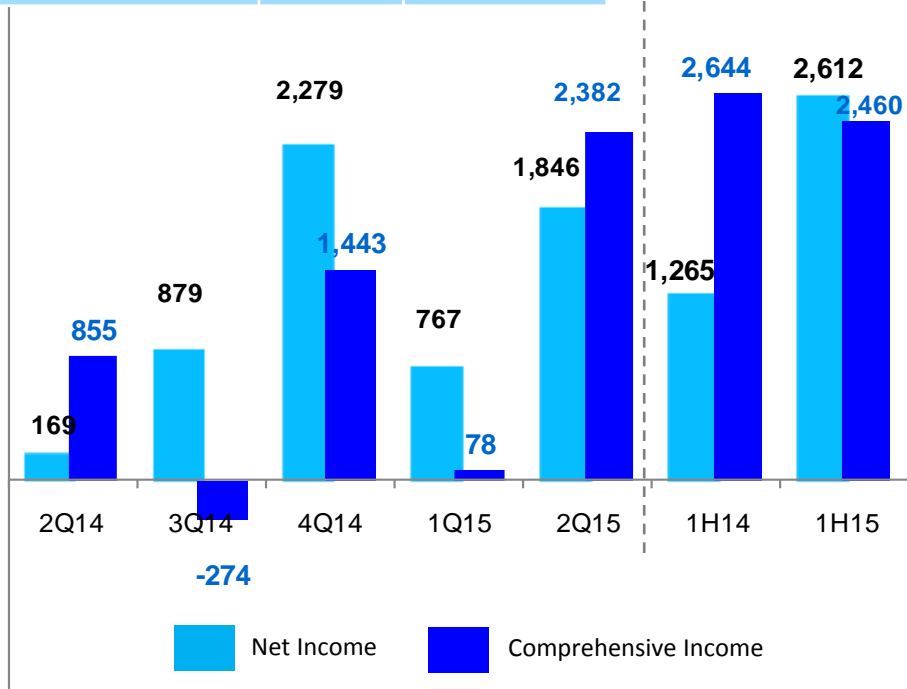
# Net profit increased due to lower reserve

## Net Income

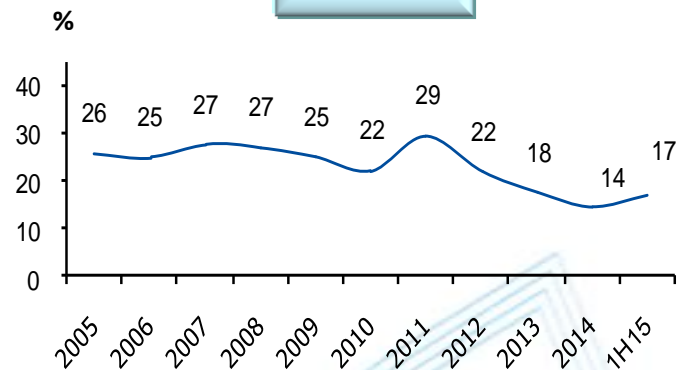
2Q15	%YoY	%QoQ
Net Income	993.38	140.76
Comprehensive Income	178.52	2,944.17

**+106.52% YoY**

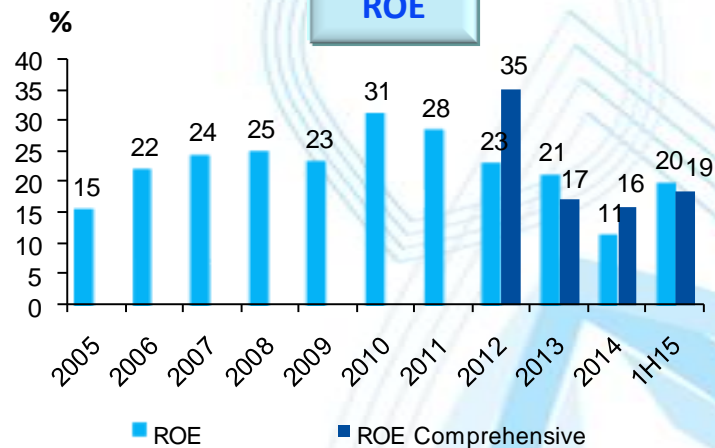
**-6.95% YoY**



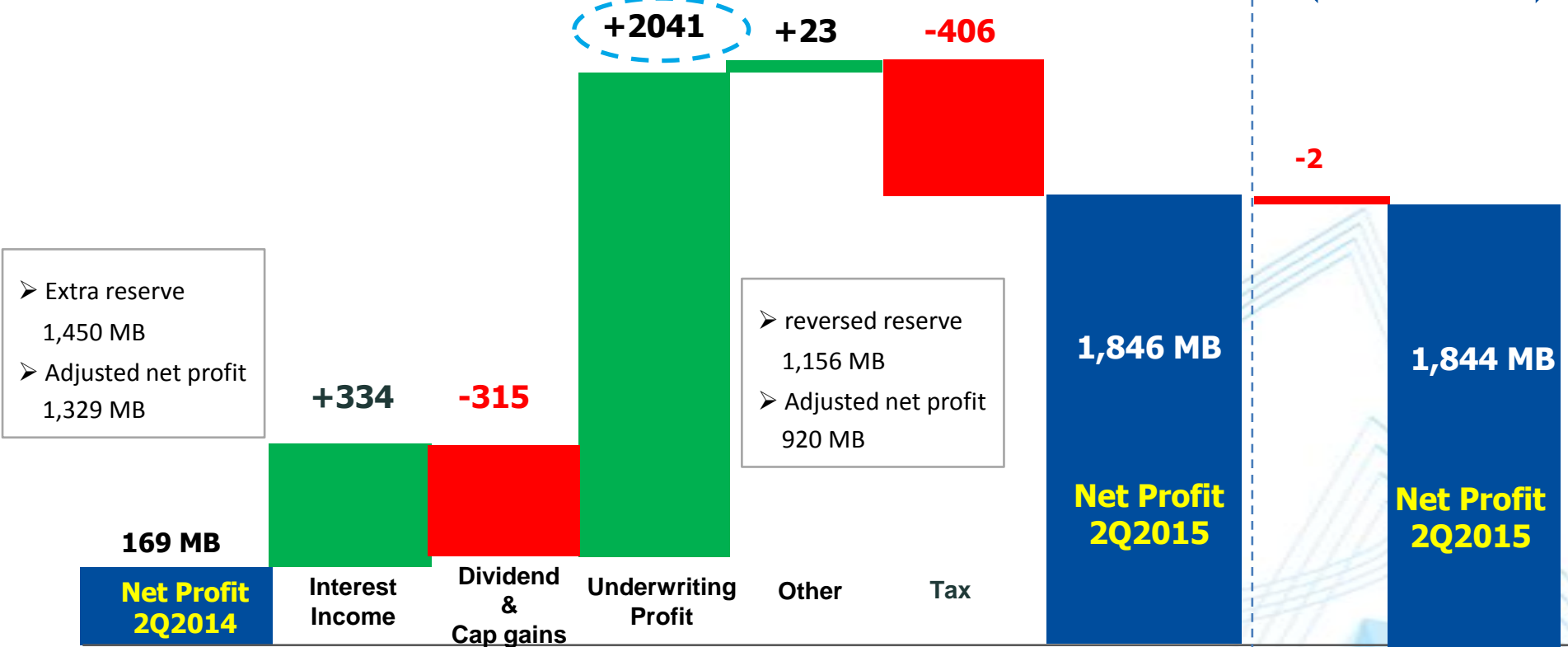
## Tax Rate



## ROE



# Net Profit Movement – 2Q2015

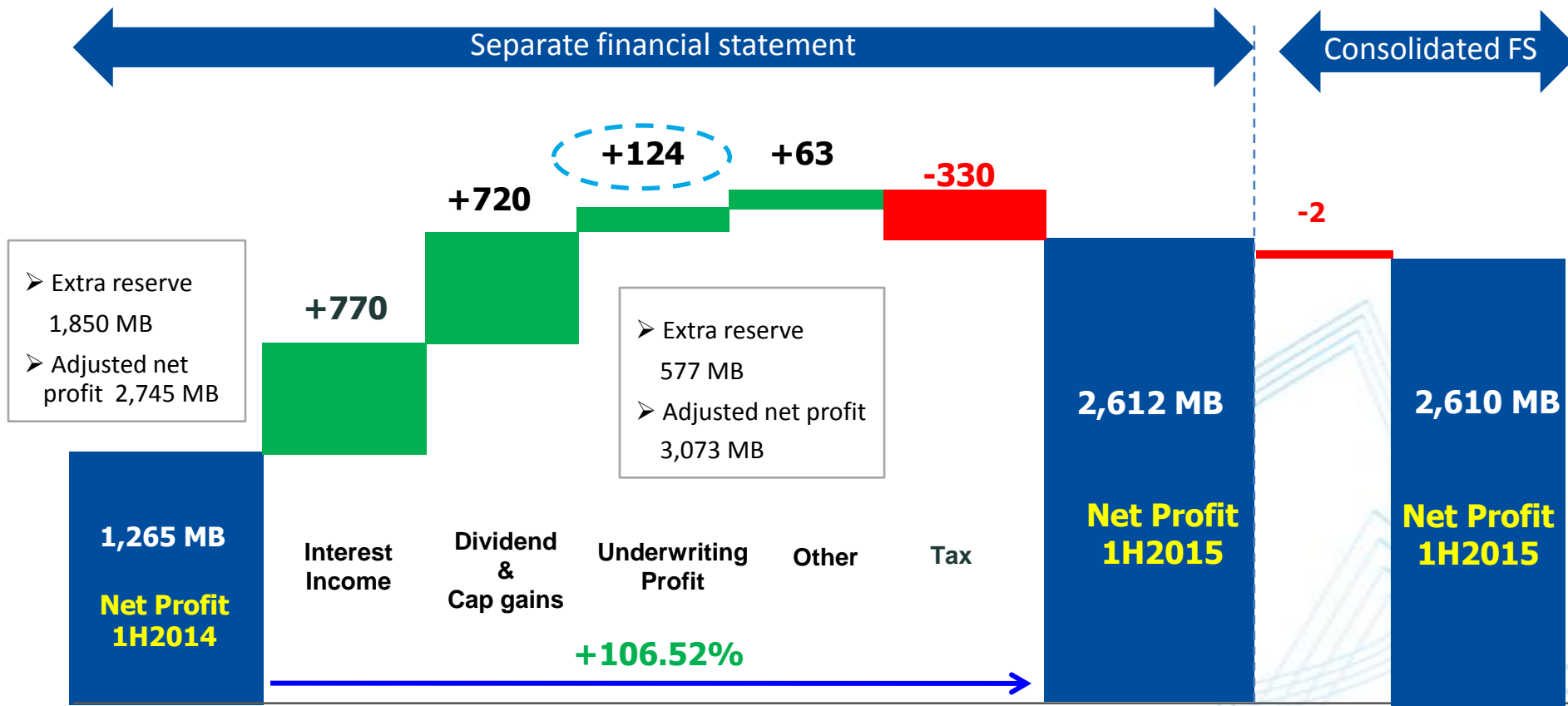


➤ Extra reserve  
1,450 MB  
➤ Adjusted net profit  
1,329 MB

➤ reversed reserve  
1,156 MB  
➤ Adjusted net profit  
920 MB

<b>+993.37%</b>		
2.79%	Return on Equity	27.77%
14.14%	ROE Comprehensive	35.83%

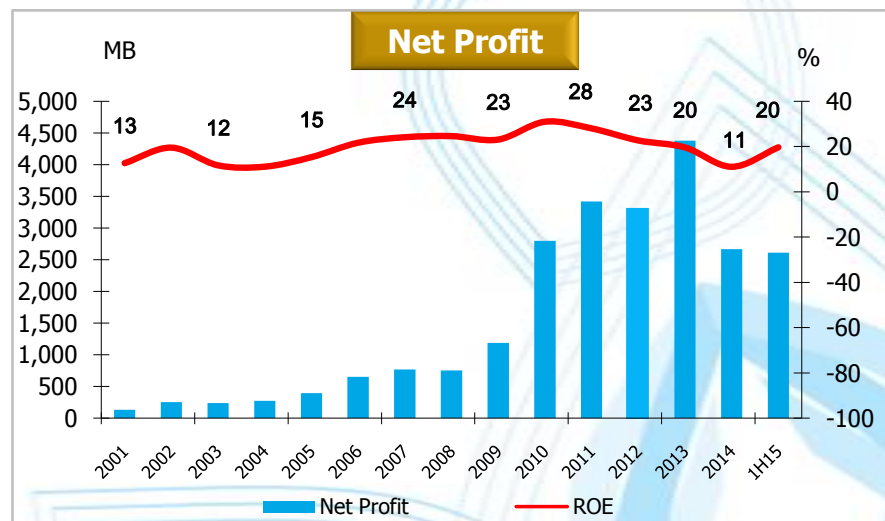
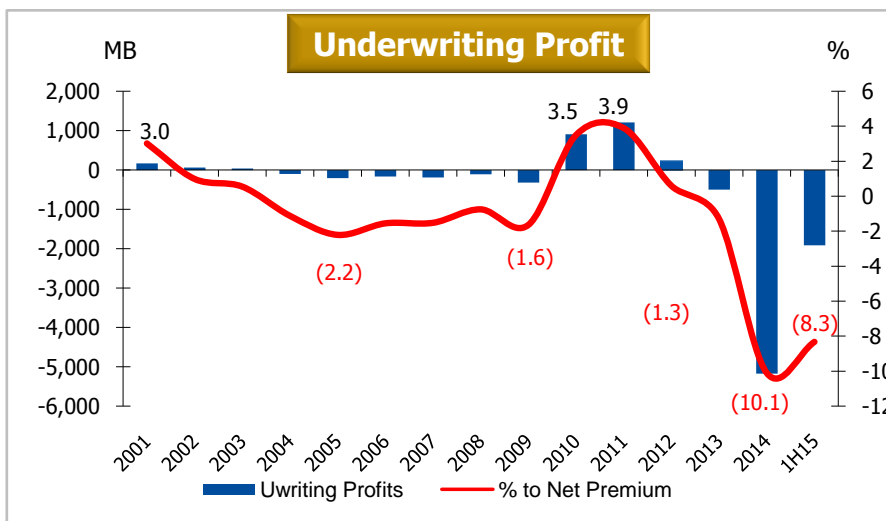
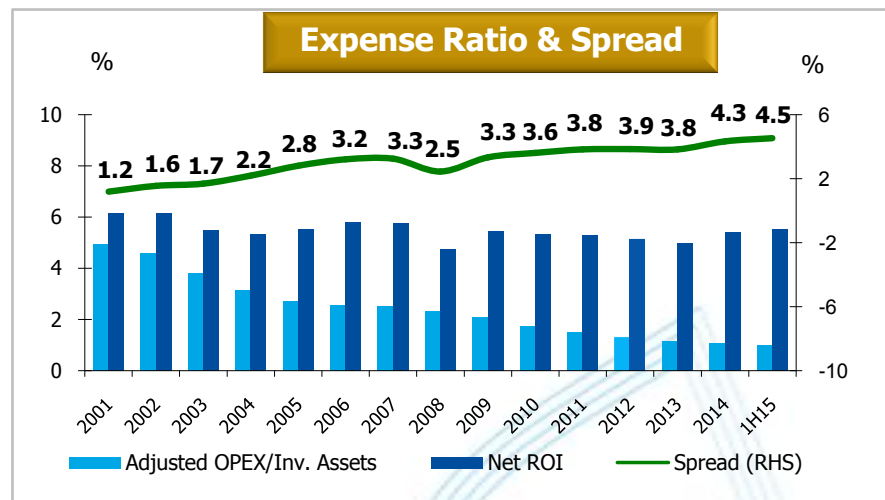
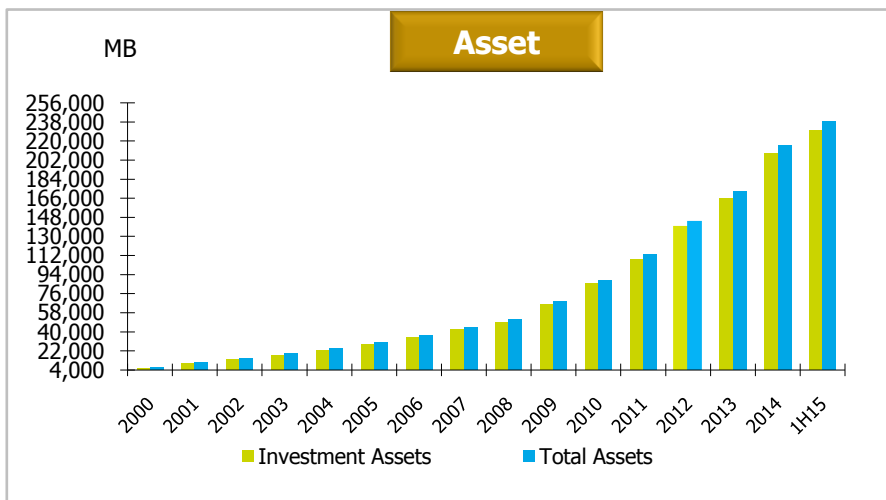
# Net Profit Movement – 1H2015



2.79%	Return on Equity	19.72%
22.70%	ROE Comprehensive	18.57%

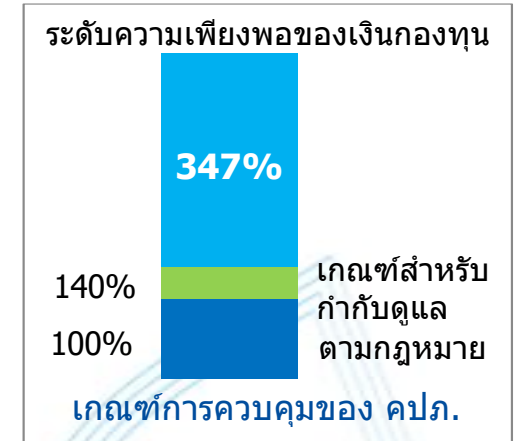
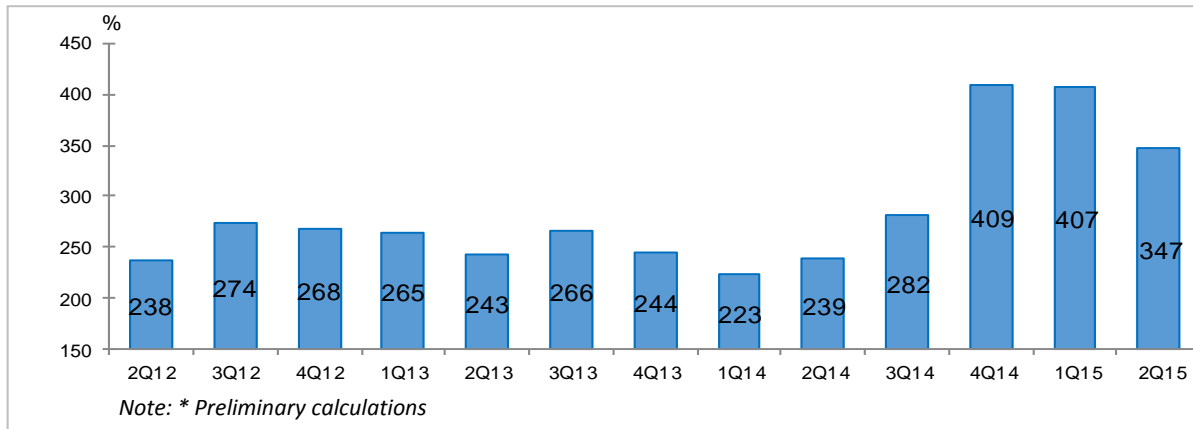


# Operating Highlights: Asset continues to grow, OPEX was well managed, underwriting income has improved led to an increase in net profit

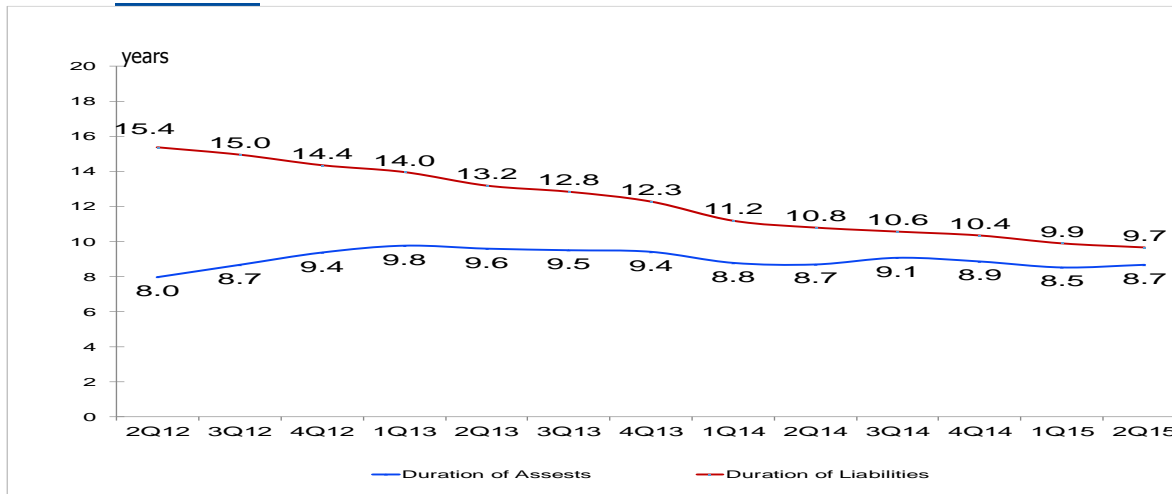


# CAR declined to 347% due to the adjustment of foreign debenture's credit rating

## CAR



## Duration



Industry	1Q15
AIA	481%
MTL	517%
TLI	474%
OLIC	428%(4Q14)
Southeast	389%
PLT	555%
AZAY	427%
SCBLife	343%
KTAL	311% (4Q14)



กรุงเทพประกันชีวิต  
BANGKOK LIFE ASSURANCE

# Market Ranking January - June 2015



## Ordinary Premium 1H15: Rank 6<sup>th</sup> in FYP & TP with 4.39% and 9.89% market share accordingly

First Year Premium			
Company	MB	Share (%)	% YoY
MTL	17,773	30.74	2.97
AIA	7,390	12.78	14.45
SCBLife	7,190	12.44	(0.50)
TLI	7,083	12.25	23.24
KTAL	6,344	10.97	(13.15)
<b>BLA</b>	<b>2,536</b>	<b>4.39</b>	<b>(83.46)</b>
AZAY	2,202	3.81	(24.67)
PLT	2,133	3.69	2.33
FWD	1,844	3.19	83.65
OLIC	658	1.14	(3.33)
<b>Industry</b>	<b>57,818</b>	<b>100.00</b>	<b>(12.12)</b>

Total Premium			
Company	MB	Share (%)	% YoY
AIA	47,137	21.56	4.17
MTL	38,578	17.64	26.52
TLI	28,399	12.99	6.66
SCBLife	25,365	11.60	17.95
KTAL	24,130	11.04	19.24
<b>BLA</b>	<b>21,620</b>	<b>9.89</b>	<b>(6.29)</b>
AZAY	11,589	5.30	7.45
FWD	6,348	2.90	17.23
PLT	5,975	2.73	32.08
OLIC	2,891	1.32	(3.91)
<b>Industry</b>	<b>218,654</b>	<b>100.00</b>	<b>(18.51)</b>

Source: The Thai Life Assurance Association (Incl. Single Premium)

## All Type Premium 1H15: Rank 7<sup>th</sup> in FYP with 4.49% market share and rank 6<sup>th</sup> in TP with 8.91% market share

First Year Premium			
Company	MB	Share (%)	% YoY
MTL	20,369	24.76	5.17
AIA	12,654	15.38	2.65
SCBLife	10,035	12.20	43.30
KTAL	9,468	11.51	(4.42)
TLI	8,257	10.04	17.91
PLT	3,855	4.69	(18.37)
<b>BLA</b>	<b>3,697</b>	<b>4.49</b>	<b>(77.65)</b>
AZAY	2,933	3.56	(1.32)
FWD	2,402	2.92	46.13
OLIC	1,268	1.54	(11.36)
<b>Industry</b>	<b>82,276</b>	<b>100.00</b>	<b>(15.75)</b>

Total Premium			
Company	MB	Share (%)	% YoY
AIA	55,129	20.97	4.14
MTL	46,106	17.54	16.90
TLI	31,958	12.16	7.98
SCBLife	28,931	11.01	30.63
KTAL	27,736	10.55	16.60
<b>BLA</b>	<b>23,416</b>	<b>8.91</b>	<b>(36.54)</b>
AZAY	13,511	5.14	7.37
PLT	8,058	3.07	7.98
FWD	6,967	2.65	14.35
OLIC	6,398	2.43	(4.10)
<b>Industry</b>	<b>262,834</b>	<b>100.00</b>	<b>2.79</b>

Source: The Thai Life Assurance Association (Incl. Single Premium)

# Bancassurance 1H15: Rank 5<sup>th</sup> in FYP with 3.23% market share and rank 4<sup>th</sup> in TP with 9.67% market share

First Year Premium			
Company	MB	Share (%)	% YoY
MTL	15,852	17.86	4.63
SCB Life	9,610	10.83	8.58
KTAL	5,931	6.68	(9.30)
PLT	3,508	3.95	(19.63)
<b>BLA</b>	<b>2,868</b>	<b>3.23</b>	<b>(80.99)</b>
TLI	2,235	2.52	23.27
FWD	1,924	2.17	74.52
AIA	1,259	1.42	(25.83)
AZAY	1,216	1.37	20.23
ACE	228	0.26	(53.28)
<b>Industry</b>	<b>88,775</b>	<b>100.00</b>	<b>(32.33)</b>

Total Premium			
Company	MB	Share (%)	% YoY
MTL	44,925	23.63	56.44
SCB Life	32,538	17.12	52.37
KTAL	20,757	10.92	44.22
<b>BLA</b>	<b>18,385</b>	<b>9.67</b>	<b>(37.56)</b>
PLT	8,571	4.51	36.24
TLI	6,666	3.51	52.89
FWD	5,892	3.10	80.07
AZAY	4,819	2.54	48.65
AIA	2,395	1.26	3.19
ACE	603	0.32	(10.77)
<b>Industry</b>	<b>190,096</b>	<b>100.00</b>	<b>26.07</b>

Source: The Thai Life Assurance Association (Incl. Single Premium)

# Agent 1H15: Rank 8<sup>th</sup> in FYP with 2.31% market share and rank 6<sup>th</sup> in TP with 7.84% market share

First Year Premium			
Company	MB	Share (%)	% YoY
AIA	9,088	32.07	(6.60)
TLI	5,941	20.96	(7.00)
MTL	3,978	14.04	70.17
KTAL	2,680	9.46	11.97
SELIC	1,225	4.32	80.96
OLIC	1,021	3.60	(29.75)
AZAY	872	3.08	20.62
<b>BLA</b>	<b>656</b>	<b>2.31</b>	<b>(21.32)</b>
SCB Life	354	1.25	19.96
TMLTH	304	1.07	(13.63)
<b>Industry</b>	<b>28,341</b>	<b>100.00</b>	<b>7.10</b>

Total Premium			
Company	MB	Share (%)	% YoY
AIA	49,510	39.22	3.34
TLI	26,470	20.97	6.35
MTL	10,313	8.17	11.09
KTAL	9,708	7.69	19.27
AZAY	6,573	5.21	0.86
<b>BLA</b>	<b>6,159</b>	<b>4.88</b>	<b>(7.84)</b>
OLIC	5,905	4.68	(5.28)
FWD	2,136	1.69	(5.06)
SELIC	1,967	1.56	(11.21)
SCB Life	1,900	1.51	0.38
<b>Industry</b>	<b>126,244</b>	<b>100.00</b>	<b>5.18</b>

Source: The Thai Life Assurance Association (Incl. Single Premium)



# Rank 7<sup>th</sup> in Credit Life (SP) with 5.75% market share

1H15				
Company	MB	Share (%)	%YoY	%FYP
SCBLife	2,813	17.22	24.90	34.54
KTAL	2,295	14.05	21.89	23.94
MTL	2,268	13.88	25.42	11.64
AIA	1,871	11.45	(25.69)	14.82
PLT	1,480	9.06	(13.47)	37.99
DLA	1,277	7.82	3.97	117.92
<b>BLA</b>	<b>940</b>	<b>5.75</b>	<b>(10.18)</b>	<b>23.78</b>
SELIC	824	5.04	7.64	47.46
TLI	774	4.74	(5.14)	8.33
TCLife	511	3.13	(21.23)	31.93
<b>Industry</b>	<b>16,340</b>	<b>100.00</b>	<b>3.79</b>	<b>19.86</b>

2014				
Company	MB	Share (%)	%YoY	%FYP
SCBLife	4,907	15.30	(33.83)	26.77
KTAL	4,527	14.12	32.61	23.24
AIA	4,241	13.22	(28.71)	16.19
MTL	4,171	13.01	12.58	11.82
PLT	3,120	9.73	19.29	35.26
DLA	2,568	8.01	1.96	81.92
<b>BLA</b>	<b>1,996</b>	<b>6.22</b>	<b>8.84</b>	<b>10.47</b>
TLI	1,769	5.51	15.58	11.87
SELIC	1,744	5.44	16.31	65.93
TCLife	1,165	3.63	25.53	32.40
<b>Industry</b>	<b>32,068</b>	<b>100.00</b>	<b>7.01</b>	<b>18.79</b>

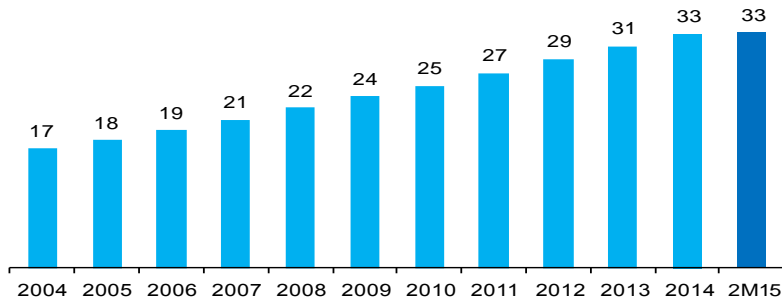
Source: The Thai Life Assurance Association

# Life insurance penetration continues to improve in Thailand, but is still low compared to regional peers

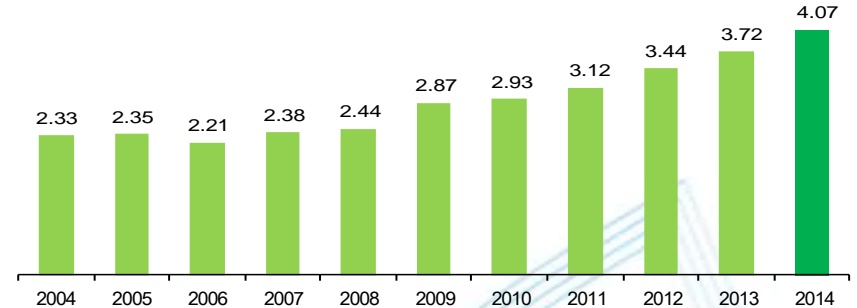
## Thailand

Source: The Thai Life Assurance Association, Dept. of Provincial Administration, Bureau of Saving and Investment Policy

Number of Policy per Population (%)



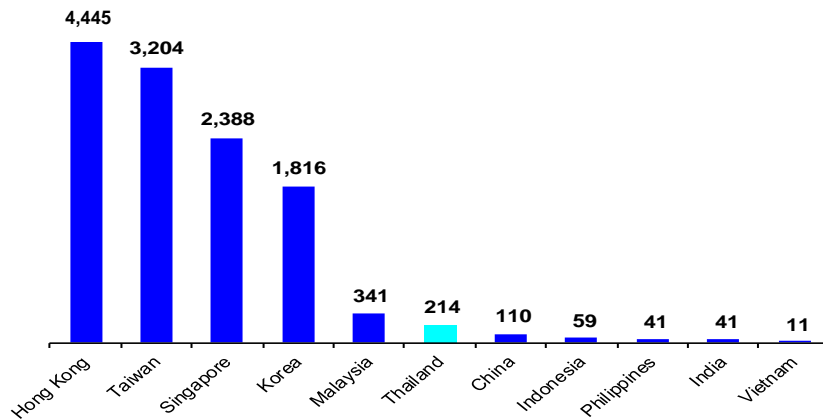
Total Premium per GDP (%)



## Regional 2013

Source: Swiss Re, sigma No. 3/2014

Premium per capita (US\$)

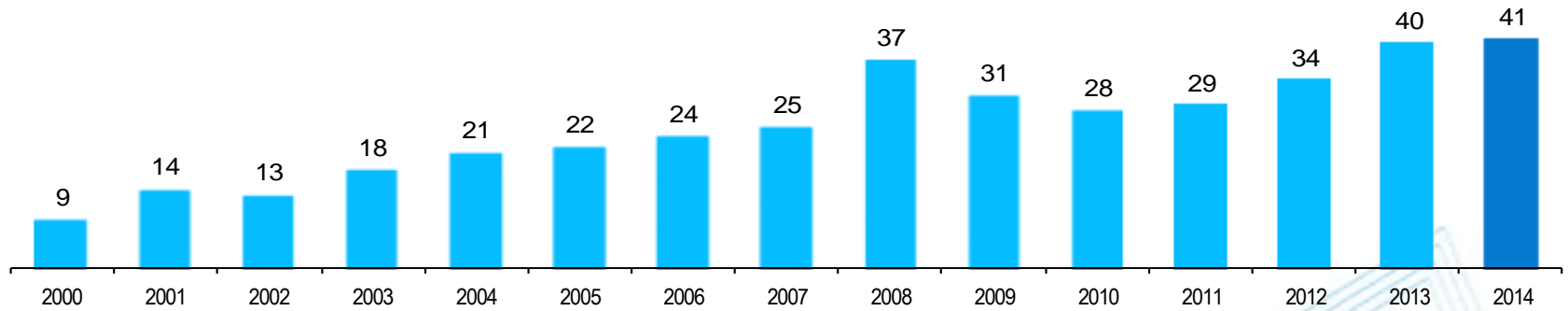


Premium per GDP (%)

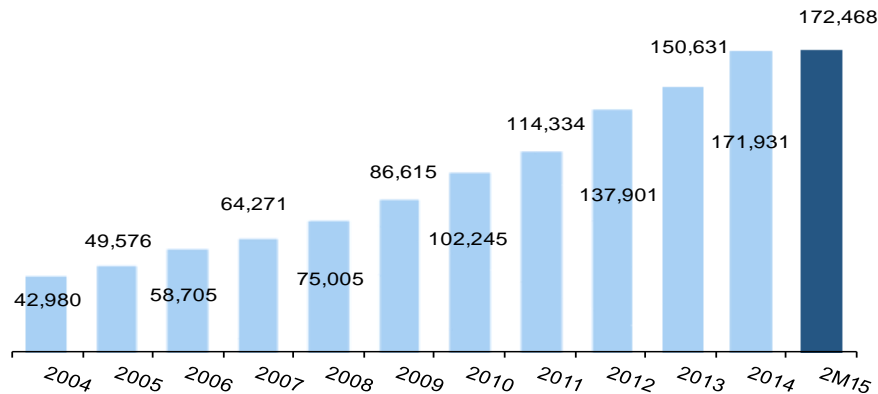


# Market Penetration - Thailand

Sum insured per GDP (%)



Sum insured per Population (Bht)



Sum insured per Household (Bht)



Note: \* Sum Assured (Inforced) as of May 2013

Source: The Thai Life Assurance Association, Dept. of Provincial Administration, Bureau of Saving and Investment Policy

# Q & A

**ขอบคุณที่ไว้วางใจเรา**  
**THANK YOU FOR YOUR SUPPORT**

