



(Translation)

REF. BLA 9/2557

March 16, 2015

Subject: The date of the 2015 Annual General Meeting of Shareholders

Attention: The President
The Stock Exchange of Thailand

Bangkok Life Assurance Public Company Limited would like to notify that the Board of Directors Meeting No. 2/2015 on March 16, 2015 had resolved to call the 2015 Annual General Meeting of Shareholders on Wednesday, April 29, 2015, 09.00 a.m., at the auditorium on 7th floor, Head Office, Bangkok Life Assurance Public Company Limited No. 23/115-121, Royal City Avenue, Rama 9 Road, Huaykwang, Bangkok. The meeting agendas are as follows:-

- Agenda 1 To certify the Minutes of Extraordinary Shareholders' Meeting No. 2/2557.
The Board of Directors' opinion: The Minutes of Meeting had been properly recorded and proposed for the endorsement in the Shareholders' Meeting.
- Agenda 2 To acknowledge the operating results for 2014.
The Board of Directors' opinion: To propose the Annual General Meeting of Shareholders to acknowledge report of operation result for 2014.
- Agenda 3 To approve the financial statements for the year ended December 31, 2014.
The Board of Directors' opinion: It is deemed appropriate to propose the Annual General Meeting of Shareholders to consider and approve the financial statements for the year ended December 31, 2014, which duly audited from the Audit Committee of the company and certified by Mr. Chanchai Sakulkoedsin, the Certified Public Accountant (Thailand) No. 6827 from KPMG Phoomchai Audit Ltd. and unconditional opinion.
- Agenda 4 To approve the appropriation of profit for the year 2014 and determine dividend payment.
The Board of Directors' opinion: To propose the 2015 Annual General Meeting of Shareholders to approve the final dividend payment for the operating period July 1 - Dec 31, 2014 at the rate of baht 0.46 per share which was paid from retained earnings and the corporate income tax was 25%. With the interim dividend of baht 0.45 per share or baht 545.74 million being paid, by paying in cash dividend at the rate of baht 0.05 per share or baht 60.64 million and paying stock dividend at the rate of baht 0.40 per share or baht 485.10 million, the total dividend payment would be baht 0.91 per share. The amount of final dividend payment will depend on number of shares on the record date for the right to receive the dividend which will be on May 13, 2015 because the Exercise of the ESOP Warrants will take place on April 1, 2015. The closing date of register book will be on May 14, 2015.

Approval by The Office of Insurance Commission is required before the dividend can be paid and the Company will notify the date of dividend payment afterwards.
- Agenda 5 To approve the election of directors.
The Board of Directors' opinion: The Board of Directors has considered the proposal of the Nominating and Remuneration Committee and deemed appropriate that all those directors who are all seniors, knowledgeable and high experience. It is deemed appropriate to propose the 2015 Annual General Meeting of Shareholders to elect the directors replacing those retired by rotation as the details:-



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| 1. Mr. Choedchu Sophonpanich | Chairman / Chairman of the Executive Board of Director / Chairman of the Investment Committee |
| 2. Mrs. Ruchanee Nopmuang | Director / Member of the Nominating and Remuneration Committee |
| 3. Mrs. Savitri Ramyarupa | Director / Executive Director |
| 4. Mr. Kazuhide Toda | Director |

and propose to elect Mr. Yuichi honda to replace director who would resign from directorship due to the end of his term of office.

Agenda 6 To approve the director's remuneration for 2015.
The Board of Directors' opinion: The Board of Director has considered the proposal of the Nominating and Remuneration Committee, it was thus deem appropriate to propose the Annual General Meeting of Shareholders to approve the directors' remuneration for 2015 an amount of not exceeding 16.7 million baht which is increase to the remuneration approved for 2014 or 11.33% increasing.

Agenda 7 To approve the appointment of company's auditor and determine auditor's remuneration for 2015.
The Board of Directors' opinion: The Board of Directors has considered the proposal of Audit Committee who elected the auditors and determined remuneration of the auditors. It is thus deemed appropriate to propose the Meeting to approve the appointment of Certified Accounting Auditor from previous KPMG Phoomchai Audit Ltd. to be EY Office Ltd., as the certified accounting auditor of the company and also proposed the Meeting to approve the auditor's remuneration for 2015 was determined at 1,600,000 baht, which is equal to the remuneration approved for 2014 according to the details as proposed by the Audit Committee.

Agenda 8 Others (if any).

Record date for the right to attend the meeting will be on March 30, 2015. The closing date of the register book for preparing list of the eligible shareholders under Section 225 of the Securities and Exchange Act will be on March 31, 2015.

Please be informed accordingly.

Yours sincerely,

(Mr.Sanor Thampipattanakul)
Company Secretary

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