

# MTL Fact Sheet

The Company for forward Thinking People

เมืองไทย  
ประกันชีวิต  
MUANG THAI LIFE ASSURANCE

Volume 24: January 2017

## Key information

### Vision

*"To be the customers' trusted lifetime partner through innovative life and health solutions by putting customers at the heart of everything we do"*

### Mission

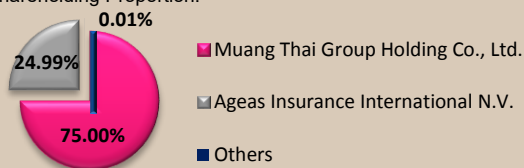
- ❖ We are the regional life insurance leader with financial and brand strength under corporate governance and risk management frameworks of international standard.
- ❖ We strive to understand the ever-changing customers' needs and behaviors in order to provide superior products and relevant services that help our customers attain financial security and lead healthy and fulfilling lives.
- ❖ We give our priority to long-term sustainability together with delivering happiness to our customers, employees, partners, shareholders and society.

### Background:

6 April 1951 Date of establishment  
1 October 2012 Conversion to public company limited

Registered Capital: 1,000 million Baht

Shareholding Proportion:



Chairman: Mr. Photipong Lamsam  
President & CEO: Mr. Sara Lamsam

No. of Branches: 172

No. of Agent Offices: 59 (at the end of 2016)

No. of Care Service Network: Hospital (279), Clinic (144)

Representative Office: Yangon, Myanmar

### Credit ratings:

FitchRatings S&P Global

	Rating	Outlook	Rating	Outlook
International	BBB+	Stable	BBB+	Stable
National	AAA (tha)	Stable	aaA+ (Asean)	-

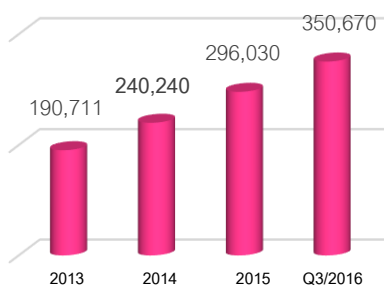
(As of 9 Dec 16) (As of 13 Dec 16)



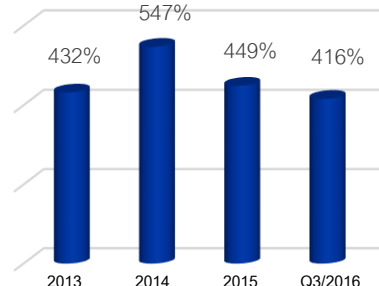
## Financial Highlight

### Total Asset<sup>1</sup>

Unit : Million Baht



### Capital Adequacy Ratio<sup>2</sup>



- Remarks:** 1. Asset data has been reviewed by the Certified Public Account.  
2. Calculation of the Company's capital is in accordance with Risk-Based Capital (RBC) regime.

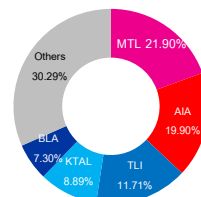


## Market Position

### 1 – 30 November 2016

#### New Business Premium

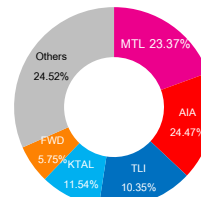
MTL ranked **No. 1** in life insurance industry equivalent to 3,100.19 MB, with market share at **21.90%**



#### New Business Premium

#### First Year Premium

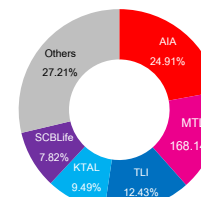
MTL ranked **No. 2** in life insurance industry equivalent to 2,299.52 MB, with market share at **23.37%**



#### First Year Premium

#### Total Premium

MTL ranked **No. 2** in life insurance industry equivalent to 8,925.36 MB, with market share at **18.14%**



#### Total Premium

#### Overall Life Insurance Industry

- ✓ New Business Premium of 14,155.30 MB with growth of -22.87% (YoY)
- ✓ First Year Premium of 7,506.73 MB with growth of -19.60% (YoY)
- ✓ Total Premium of 44,568.76 MB with growth of 1.87% (YoY)

Source: The Thai Life Assurance Association

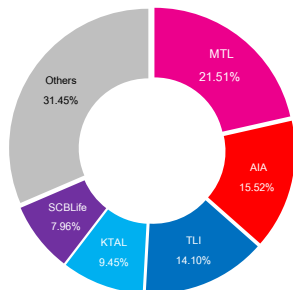


## Market Position (Cont'd)

### January – November 2016

#### MTL No. 1 New Business Premium

which was equivalent to 31,143.92 MB,  
with market share at **21.51%**



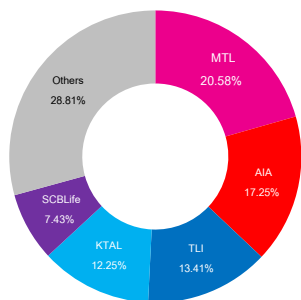
Industry: -7.06% growth (YoY)



➤ Life insurance industry recorded  
New Business Premium of 144,779.41 MB

#### MTL No. 1 First Year Premium

which was equivalent to 20,934.49 MB,  
with market share at **20.85%**



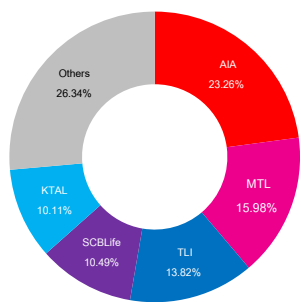
Industry: -7.97% growth (YoY)



➤ Life insurance industry recorded  
First Year Premium of 100,382.73 MB

#### MTL No. 2 Renewal Year Premium

which was equivalent to 58,060.07 MB,  
with market share at **15.98%**



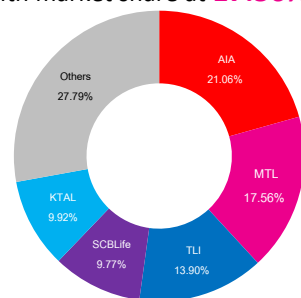
Industry: 11.34% growth (YoY)



➤ Life insurance industry recorded  
Renewal Year Premium of 363,246.08 MB

#### MTL No. 2 Total Premium

which was equivalent to 89,204.59 MB,  
with market share at **17.56%**



Industry: 5.39% growth (YoY)



➤ Life insurance industry recorded  
Total Premium of 508,025.49 MB

Source: The Thai Life Assurance Association

### Core Values

#### The M Powered C



Customer Centric



Creativity



Commitment to Success



Collaboration



Caring



### IR Corner

#### Corporate Governance :CG

'Corporate Governance (CG)' or good governance means the efficient, transparent and auditable management which takes into account all stakeholders.

#### Development of Corporate Governance

Since the 1997 financial crisis in Thailand, capital market has been highlighted and CG has gained popularity. The government also declared 2002 as the "Year of Good Corporate Governance" and established the "National Corporate Governance Committee" chaired by the Prime Minister along with the representatives from public and private sectors as the Committee members to drive CG to be more solid.

#### Importance of Corporate Governance towards MTL

1. To comply with regulations and guidelines prescribed by the regulators such as OIC and SET
2. To be internationally recognized because all nations truly place emphasis on good corporate governance
3. To establish good reputation in terms of effective and transparent management
4. To build confidence and trust among the stakeholders
5. To promote brand loyalty to customers




Corporate Governance?



Source: [www.cgthailand.org](http://www.cgthailand.org)

**Muang Thai Unjai Triple Coverage**






-  **Accident Medical Expense** UP to 50,000 Baht\* Per Each Accident
-  **High Life Coverage** In case of death at 3,000,000 Baht\*\*
-  **Daily Compensation** Up to 5,000 Baht\* Per Day

\*For plan 5  
\*\*Coverage in case of death in public accident for plan 5

**PA GO Project**



-  **Medical Expense** In case of accident Up to 100,000 Baht\*
-  **No Need to Pay in Advance** Just present the card at Network Hospital
-  **High Coverage** Up to 1,000,000 Baht\*

\*For plan 2

**Remark:**

- Benefit, conditions and coverage in details are subject to the terms and conditions as stated in the policy.
- **Note:** Consumer should have an understanding in the details of coverage and conditions every time before making a decision to purchase insurance.

**CLICK HERE** More Products



**MTL Happenings**

**Muang Thai Life Assurance**

Muang Thai Life Assurance launches new service to reassure customers even when abroad

Muang Thai Life Assurance, the Company for Forward Thinking People, launches new service, MTL Global Connect to allow customers to receive in-patient service at hospitals abroad according to policy benefits without advance payment required, targeting new customer groups, both international business travelers and tourists traveling abroad, bringing international standards of life and health insurance to the Thai people. The new service that the Company is offering to customers is called MTL Global Connect, which reassures customers who purchase health riders indicated by the Company in case they fall ill while abroad. This includes 1) Medical Hotline service, which offers basic health advice, and advising customers, in the event that emergency medical services are required, which hospitals the insured can go to. This service is available 24-hours a day worldwide at +66 2290 2424. 2) Claim service according to coverage limit of the health rider of each insured, whereby patients can receive in-patient service at hospitals worldwide without advance payment required according to the coverage limit that each customer had bought from the Company (if medical expenses are over the coverage limit the insured is responsible for settling the surplus with the hospital). MTL Global Connect will begin offering services from 16 January 2017 onwards or until the Company announces any changes.

**Muang Thai Life Assurance**

Muang Thai Chiang Mai Marathon 2016 with over 12,000 runners

Muang Thai Life Assurance Public Company Limited, "the MAGENTA life insurer of happiness", invites the people in Northern Thailand to participate in the health activity, "Muang Thai Chiang Mai Marathon 2016 (No.11)", on Sunday 18th December 2016. It was an honor to have Mrs. Kobkam Wattanavrangkul, Minister of Tourism and Sports, and Mr. Pawin Channiprasart, Chiang Mai Governor, open the activity. On this occasion, Mr. Sara Lamsam, President and Chief Executive Officer of Muang Thai Life Assurance Public Company Limited, stated that this activity was highly successful with over 12,000 people in attendance, 2,700 of which are foreigners from 53 countries. The runners will experience a very pleasant atmosphere, amidst the morning mist and cool weather along the roads around the "Chiang Mai Moat", surrounded by artful Lanna temples. The backdrop of the route is "Doi Suthep" where the renowned "Phra That Doi Suthep" is situated. The race will surely be an unforgettable end to the 2016 marathon series.



**Business Continuity Management System**  
ISO 22301:2012 Ref. No. 44 756 150640



**International Standard Certification**  
ISO 9001:2008 Ref. No. TH98/1709



**Superbrands Awards 2006-2016**  
from Superbrands Thailand



**Trusted Brand Award Gold Category 2010-2013**  
From Reader's Digest Magazine