

MTL Fact Sheet

The Company for forward Thinking People



MTL VISION

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

Vol.13: February 2016

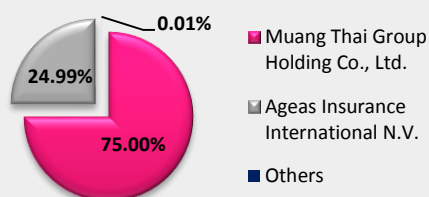
Key information

Company Profile:

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

Core Values: The M Powered C

- Customer Centric
- Creativity
- Commitment to Success
- Collaboration
- Caring

Head Office:

Bangkok

No. of Branches:

168

No. of Agent Offices:

60 (at the end of 2015)

No. of Care Service Network:

Hospital (282), Clinic (126)

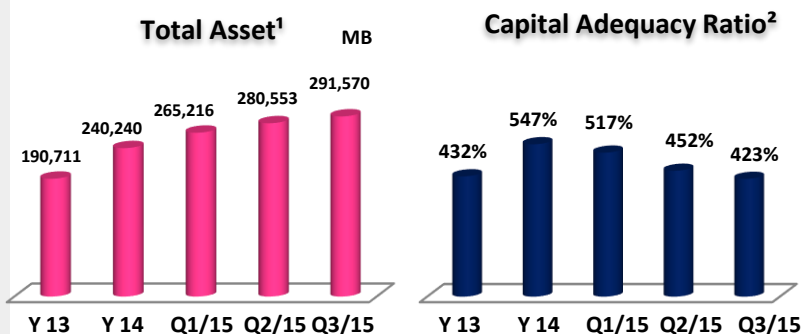
Representative Office:

Yangon, Myanmar

Credit Ratings

	FitchRatings		STANDARD & POOR'S RATINGS SERVICES	
	Rating	Outlook	Rating	Outlook
International	A-	Stable	BBB+	Stable
National	AAA	Stable	aaA+ (Asean)	-
	(As of 16 Jun 15)		(As of 29 Nov 15)	

Financial Highlight



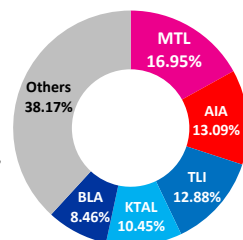
Remarks: 1. Asset data has been reviewed by the Certified Public Account.
2. Calculation of the Company's capital is in accordance with Risk-Based Capital (RBC) regime.

Market Position

1 - 31 December 2015

New Business Premium

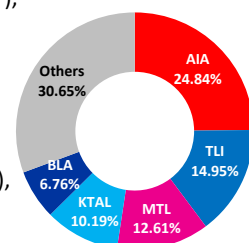
MTL ranked **No. 1** in the industry equivalent to 2,653.23 MB, with growth of 2.23% (YoY), with market share at **16.95%**



New Business Premium

First Year Premium

MTL ranked **No. 1** in the industry equivalent to 1,668.05 MB, with growth of -10.45% (YoY), with market share at **15.71%**



Total Premium

Total Premium

MTL ranked No. 3 in the industry equivalent to 6,993.74 MB, with growth of 10.90% (YoY), with market share at **12.61%**

Overall Life Insurance Industry

- ✓ Total Premium of 55,468.06 MB with growth of 9.39% (YoY)
- ✓ New Business Premium of 15,649.52 MB with growth of 12.97% (YoY)
- ✓ Renewal Year Premium of 39,818.54 MB with growth of 8.04% (YoY)

Source: The Thai Life Assurance Association

January – December 2015

MTL No. 1 New Business Premium

which was equivalent to 37,938.07 MB,
with market share at **22.13%**



MTL: 7.55% growth (YoY)
Industry: 0.47% growth (YoY)

➤ Life insurance industry recorded
New Business Premium of 171,428.22 MB

MTL No. 1 First Year Premium

which was equivalent to 26,247.45 MB,
with market share at **21.93%**



MTL: 18.22% growth (YoY)
Industry: 10.54% growth (YoY)

➤ Life insurance industry recorded
First Year Premium of 119,698.96 MB

MTL No. 3 Renewal Year Premium

which was equivalent to 49,942.28 MB,
with market share at **13.64%**



MTL: 24.99% growth (YoY)
Industry: 9.86% growth (YoY)

➤ Life insurance industry recorded
Renewal Year Premium of 366,081.40 MB

MTL No. 2 Total Premium

which was equivalent to 87,880.36 MB,
with market share at **16.35%**



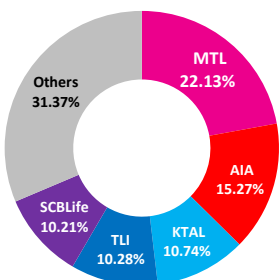
MTL: 16.81% growth (YoY)
Industry: 6.68% growth (YoY)

➤ Life insurance industry recorded
Total Premium of 537,509.62 MB

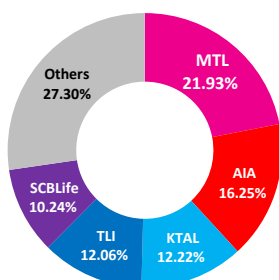
Market Share Summary: January – December 2015

Source: The Thai Life Assurance Association

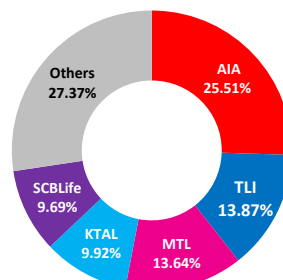
New Business Premium



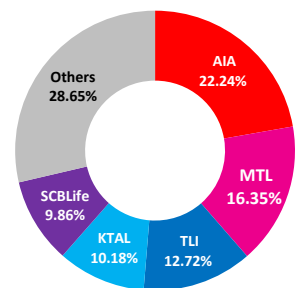
First Year Premium



Renewal Year Premium



Total Premium



Highlight Products



Muang Thai Smart Saving 10/6



Cash Bonus Of 10%* at the end of every policy year



Increase in Coverage up to 600%*



Total benefit throughout the contract up to 700%*

* % of the initial sum insured

• Underwriting is subject to the Company's regulations. • Conditions and exclusions are as stated in the policy. • **Warning:** Consumer should have an understanding in the details of coverage and conditions every time before making a decision to purchase insurance.



Awards and Recognition



**Life Insurance Company with Outstanding Management
1st Place Award for 9 consecutive years (2006-2014)**
Winner and Honor of the Prime Minister's Insurance Award for the year 2008 & 2011 From Office of Insurance Commission



**Life Insurance Company of the Year 2014
Corporate Social Responsibility Award 2013**
From Asia Insurance Review Magazine



Brand of the Year 2015-2016
Life Insurance Industry
From World Branding Forum



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 from Superbrands International
Superbrands Awards 2008-2015 from Superbrands Thailand



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

MTL Happenings

19 Jan 15: MTL launched the new "Personalized VDO" to communicate with each customer via the email addresses that they submitted to receive news and information about the Company. The VDO is aimed at complementing customers' life insurance planning, offering various types of products which have undergone an analysis for appropriateness to each customer in terms of age, desire, and lifestyle of the customer. If the customer is interested in an insurance plan or would like to have additional information, please contact the Company according to the contact information in the VDO.



Muang Thai Life Assurance announced its new vision to lay the foundation for strong long-term growth, instilling confidence in the organization in becoming the "Regional Life Insurance Company"

- **29 Jan 16:** MTL held its annual press conference 2016, whereby the Company declared its determination to foster continuous growth. The Company recently launched its new vision and developed new Core Values to reflect the personality of MTL, which gives great importance to operating a quality business that is stable, strong, and sustainable.
- MTL's Customer Centric policy is still the heart of its business operation, both in the dimension of the development of new products, comprehensive network of sales channels, accessibility, and professionalism. MTL offers diverse service channels that are in line with customer lifestyles, creates an impressive customer experience, as well as organizes activities of happiness and smiles through "Muang Thai Smile Club".
- Apart from that, MTL also gives importance to becoming a digital organization with a determination to become a "Digital Insurer" by implementing digital systems to support all of its work processes. Other than its website, the Company has also employed social media to become part of its strategy to communicate with consumers as well as develop mobile applications to offer services in all forms.
- Most recently, the Company has set up the "Innovation Center" to follow up on and study changing trends which may occur in the future such as the changing consumer behavior and the FinTech (Financial Technology) that may become even more prevalent and can quickly change the business environment.
- In addition, as a leading life insurance company in Thailand, MTL places great emphasis on expanding internationally to neighboring countries. The Company's goal is to raise its status to become the "Regional Life Insurance Company". MTL recently took part in establishing Sovannaphum Life Assurance PLC. to operate its life insurance business in Cambodia.

Find MTL on

