

GENERALI THAILAND

CREDENTIAL

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Introduction

Thank you for this opportunity to present Generali Thailand credential. We hope that this document will provide you with the information you needs to convey the strength, breadth and expertise that Generali can bring to valued customers.

We wish you enjoy getting to know **Generali, a major player in the global insurance industry.**

Over 190 years that Generali has been operated, we encourage people to shape a safer future by caring for their lives and dreams. From this time on, “Lifetime Partner 24” is the core strategy that we adhere.

We will be a lifetime partner of our customers to satisfy and deliver the best experience to our valued customers.

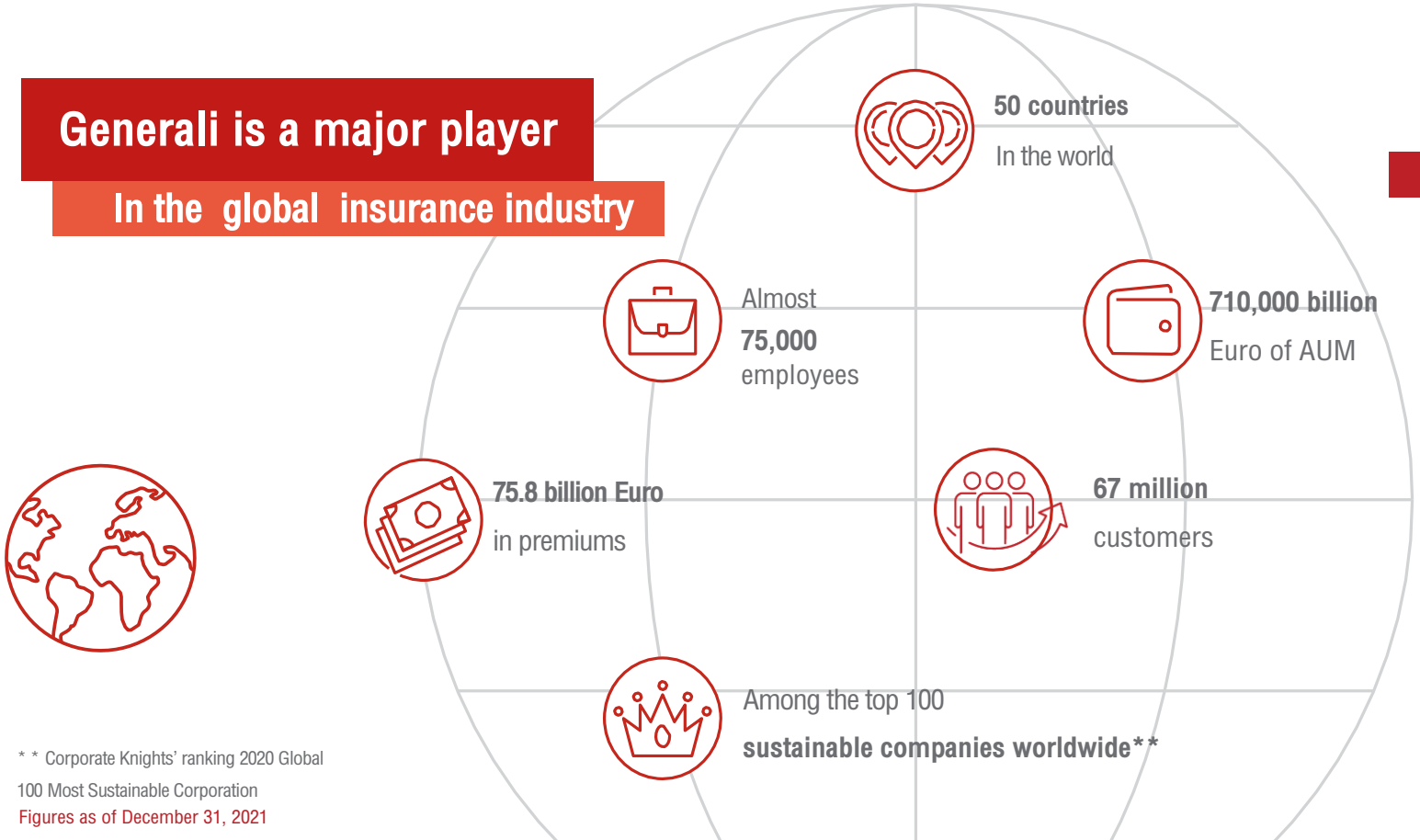
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This document was release in May 2022, some information later that this shall be updated annually.

Generali at a glance

Generali is a major player

In the global insurance industry



** Corporate Knights' ranking 2020 Global 100 Most Sustainable Corporation

Figures as of December 31, 2021

Generali's timeline (1/2)

1831 — Generali was founded in Trieste, The main port town of the then Habsburg Empire.

1831/40 — An office in Venice was established to operate in Italy, the first of network of offices in Europe's main port towns.

1851 — The largest land reclamation in Italy was promoted by Generali in The Ca Corniani estate close to Venice, where we now produce biofuel.

1857 — Generali was first listed on the Trieste and Venice Stock Exchanges.

1875 — Dividends were paid in gold up until the beginning of the First Word War in 1914.

1882 — The first international subsidiary, Erste Aligemeine, was established in Vienna.

1907 — The first international subsidiary, Erste Aligemeine, was established in Vienna.

1919 — The first AGM as an Italian company took place when Trieste became part of Italy

1945 — Following the nationalizations in Eastern European countries, Generali lost all local ownership.

Mid 60s — Europ Assistance and Generali Employee Benefits began operations.

1989 — A joint venture in Hungary led to further expansion in Central and Eastern Europe.



Generali's timeline (2/2)

80s/90s
Direct channels were launched: Cosmos life insurance in Germany, and Genetel, the first telephone car insurance in Italy.

2000s
Expansion began in the Asia market in 2005 it set up a record-breaking pension plan covering 390,000 CNPC retirees in China.

2002
Generali Life Assurance (Thailand) Public Co., Ltd., and Generali Insurance (Thailand) Public Co., Ltd., were founded in November 2002 with the business cooperation of Assicurazioni Generali Group and Tantipipatpong family.

2006
Generali Iard and Generali Vie were created in France by merging 20 locally controlled companies into 2 operation ones..

2013
A 3-year plan to turn the Company around was launched. The objectives were met one year in advance.

2015
A new 3-year strategic plan was defined, based on the 'Simpler and Smarter' approach for customer, distributors, shareholders, and our employees, Expansion in data analytics and mobile platforms began with the incorporation of My Drive, a start-up specialized in defining driving styles, followed by other partnerships.

2019
Generali will be a life-time partner to its customers, offering innovative, personalized solutions thanks to its unmatched distribution network. Generali will lead the European insurance market for individuals, professionals and SMEs, while building a focused, global asset management platform and pursuing opportunities in high potential markets.

2020
GENERALI'S INITIATIVES ALL OVER THE WORLD
The actions that Generali, thanks to its international presence, is taking around the world for its customers, partners and employees. Generali launched Extraordinary International Fund of up to 100 million Euro dedicated to the fight against the Covid-19 emergency on an international level.

2021
190 years of Generali, it is among the few companies in the world that can take pride in a 190-year history. It is a unique heritage of knowledge, experience and business initiatives. Generali celebrates its anniversary by launching Fenice 190, an investment plan to revitalise European economies hit by Covid-19.



Generali at a glance
#Generali190

We put our customers at the heart of everything we do.

Generali is one of the few brands in the world that protect customers for more than three centuries, the longest history European insurance brand.



Generali's vision

Our purpose is to actively protect and enhance people's lives

Actively
We play a proactive and leading role in improving people's lives through insurance.

Protect
We are dedicated to the heart of insurance-managing and mitigating risks of individuals and institution.

Enhance
Generali is also committed to creating value.

People
We deeply care about our clients' and our people's future and lives.

Lives
Ultimately, we have an impact on the quality of people's lives: wealth, safety, advice and service are instrumental in improving people's chosen way of life for the long term.



Generali's mission

Our mission is to be a

CUSTOMER'S FIRST CHOICE



The 1st rank insurance brand that customers trust

By offering satisfied, worthwhile and effortless insurance for everyone.

Generali's Ambition

Becoming **Lifetime** Partner

Be a lifetime partner of our customers

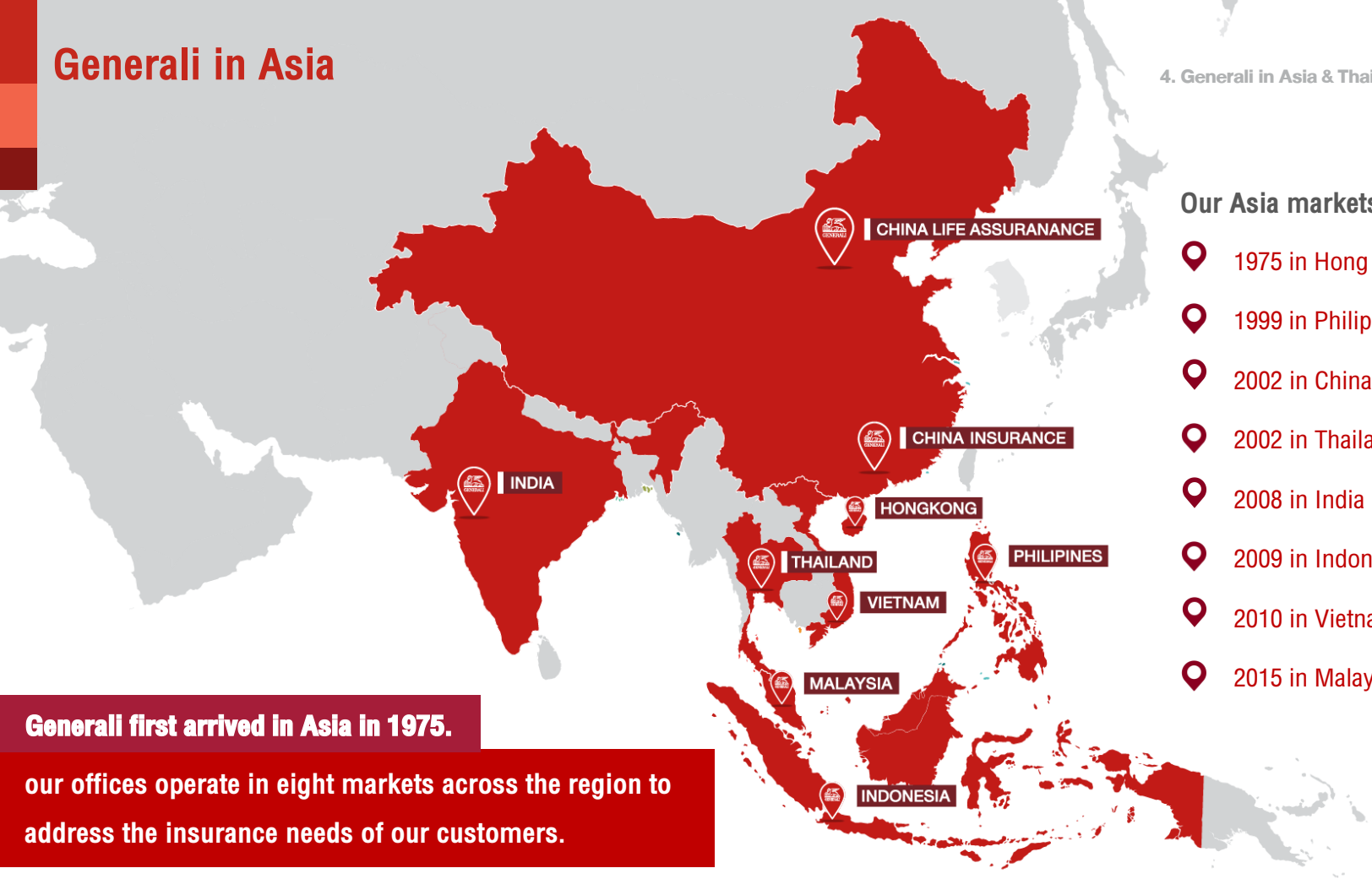
We aim to offer innovative insurance products to satisfy customer's needs and lifestyle. We also encourage customers to shape a safer and sustainable future by caring for their lives and dreams.

Generali's core values

- **Deliver on the promise**
- **Value our people**
- **Live the community**
- **Be open**



Generali in Asia



Our Asia markets

- 1975 in Hong Kong
- 1999 in Philippines
- 2002 in China
- 2002 in Thailand
- 2008 in India
- 2009 in Indonesia
- 2010 in Vietnam
- 2015 in Malaysia

Generali first arrived in Asia in 1975.

our offices operate in eight markets across the region to address the insurance needs of our customers.

Generali Thailand

Generali Life Assurance (Thailand) Public Company Limited and Generali Insurance (Thailand) Public Company Limited were established in November 2002. We have operated in Thailand for 20 years. Our international expertise, network in Thailand and foreign countries, and financial strength make Generali Thailand an exponential growth company and outstanding insurer in Thailand.

We offers variety of coverage programs to respond the various risks. In this regard, we strive to make client satisfaction at best.

We will be a lifetime partner of our customers.



ORDINARY LIFE



CREDIT LIFE



UNIT LINKED



GROUP INSURANCE



ACCIDENT & HEALTH



CORPORATE & COMMERCIAL



CRITICAL ILLNESS

Generali's strategy



GENERALI Lifetime Partner 24
Driving Growth

DRIVE SUSTAINABLE GROWTH

- Boost P&C revenues and maintain best-in-class technical margins
- Grow capital light business, technical profits and ESG product range
- Underpin growth with effective cost management

ENHANCE EARNINGS PROFILE

- Improve Life business profile and profitability
- Redeploy capital to profitable growth initiatives
- Develop Asset Management franchise further

LEAD INNOVATION

- Increase customer value through Lifetime Partner advisory model
- Accelerate innovation as a data-driven company
- Achieve additional operating efficiency by scaling automation and technology

Generali's customers and partners

Generali has been trusted to take care of group insurance customers from several leading global clients. We are one of the top 5 best insurance companies for group insurance for more than 11 consecutive years. Generali also has national partners to expand its coverage to all target groups and distribution channels.

Our clients from more than 800 companies

Our business partners



Generali's strength (1/2)

2021 operating results

NET RESULT	OPERATING RESULT	PROPOSED DIVIDEND PER SHARE
€ 2,847 MLN	BEST EVER PERFORMANCE € 5.9 BLN	€ 1.07
+63.3%	+12.4%	
COMBINED RATIO	**NEW BUSINESS MARGIN**	**REGULATORY SOLVENCT RATIO**
90.8%	4.52%	227%
+1.7 p.p.	+0.57 p.p.	
THE BEST AND LEAST VOLATILE AMONG PEERS	AT AN EXCELLENT	EXTREMELY SOLID CAPITAL POSITION

- Operating result is over 5.9 billion euros which is the best ever performance due to strong growth of life insurance business, asset management, holding and other businesses, including excellent operating result from P&C operating result.
- Normalized net result of 2,847 million euros
- Excellent Solvency Ratio at 227%
- **Generali Group was given the following credit ratings**

Moody's	A3
FitchRatings	A-
AM BEST SINCE 1899	
FSR	A
ICR	A+



Figures as of December 31, 2021

Generali's strength (2/2)

Generali Group Thailand Financial Information



Company	Generali Life Assurance (Thailand) Plc	Generali Insurance (Thailand) Plc
Registered Capital	3,777 million Baht	1,642 million Baht
Underwriting Income	6,176 million Baht	884 million Baht
Total Assets	23,401 million Baht	1,729 million Baht
CAR	257.83%*	584.12%*

*Figures as of May, 2022

Generali's services

Professional Health Consult Medical Consult / New Medical Care Technology

- TeleMedicine with 22 Hospital networks nationwide
- Raksa Application

Raksa

For Individual / Group customers

Over 500 leading hospital network nationwide

Bumrungrad International HOSPITAL

สมิติเวช SAMITIVEJ

BANGKOK HOSPITAL

BHGRT BANGPAKOK HOSPITAL GROUP

พญาไท PHYATHAI

เปาโล PAOLO

โรงพยาบาลธนบุรี THONBURI HOSPITAL

โรงพยาบาลเกษมราษฎร์ KASEMRAD HOSPITAL

Contact Generali through several channels

GENERALI CARE CENTER 1394

Mon – Fri 8:30 – 20:00
Sat 8:30 – 17:00
Except public holiday

@GeneraliThailand

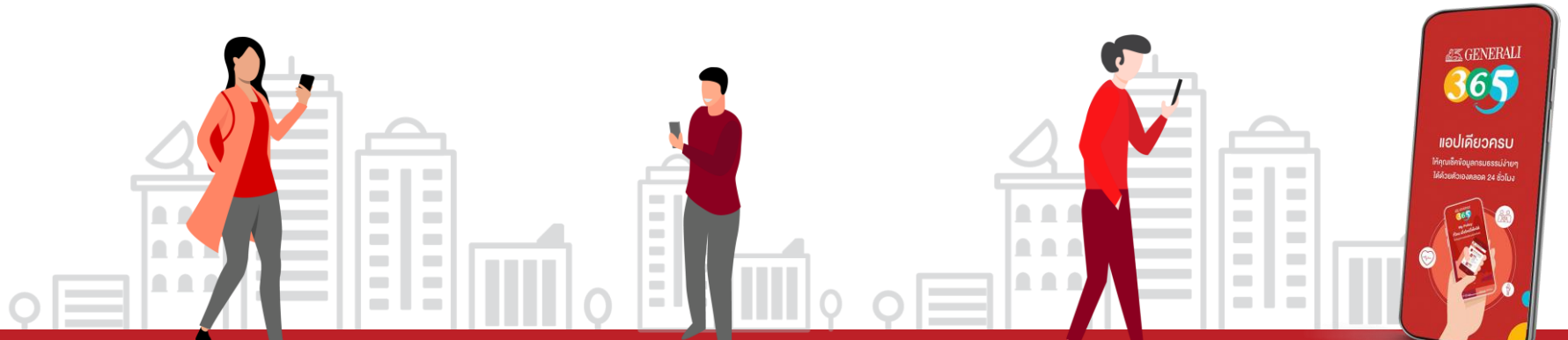
Generali Thailand

Mon – Fri 8:30 – 20:00
Except public holiday
(For Individual customers)

Generali's services

Generali 365 application

- Enjoy your privilege from Gen 365 Loyalty Program
- E-Payment (GenPay)
- Policy Enquiry & Tax Certificate
- Hospital Network Location
- E-Medical Card
- Check claim Status
- Contact Info. Update



Generali's services

Generali 365 application

Rating: 4.7

Figures as of March 21, 2022

Over

355,000

members

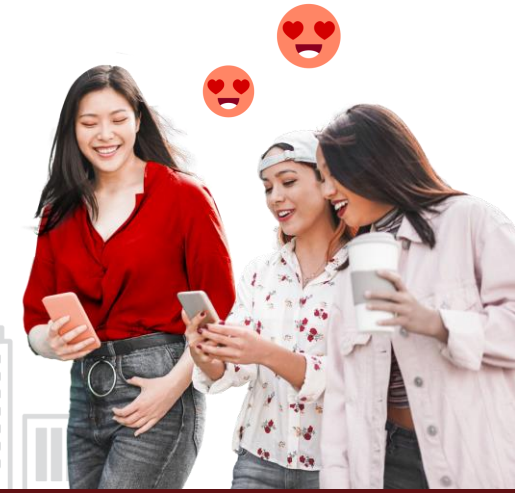
Average monthly active users

31,000

(70% is individual)

More than 326,000 members

in both iOS and Android



Generali's services

LINE official account

Friends added

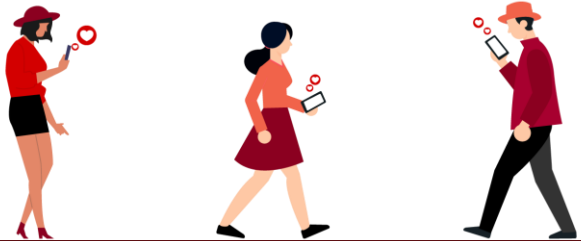
1,172,966

21 Mar 2021

Generali Thailand

Check hospital network or start using Telemedicine service

Health and investment content for you





Gen365
Loyalty program

Special privileges for Generali 365 members

Purchase insurance plan online at your fingertips

Generali's responsibilities (1/4)

We are ready to take care of the society for sustainable growth.
We live the community with social responsibility.

We are ready to protect our customers from various risks in their daily life and ready to support our society.

- Extraordinary International Fund to recover and stimulate the economy after the crisis from Covid-19 pandemic
- Integrate ESG (Environmental, social and governance) in business practice
- SME EnterPRIZE to help SMEs make a sustainable transition
- The Human Safety Net - a global network of people helping people



Generali's responsibilities (2/4)

Extraordinary International Fund to recover and stimulate the economy after the crisis from Covid-19 pandemic

- To get through the crisis together with everyone. Generali Group has announced a policy to recover and stimulate the economy after the crisis from the Covid-19 pandemic by setting up a special fund which is more than 100 million euros or 3.6 billion baht.





Integrate ESG (Environmental, social and governance) in business practice

- Generali has joined United Nations Environment Programme's Principles for Sustainable Insurance (PSI). We aim to operate our business with sustainable growth by considering environmental, social and governance issues.
- Integrate ESG criteria into the direct investments of the Group's general account portfolio by 2024.
- Be a member and co-founder of the Net-Zero Asset Owner Alliance, build the environment-friendly and sustainable investment which make € 8.5 - € 9.5 billion of new green and sustainable investments between 2021 and 2025. We also aim to reduce the carbon footprint to zero from our corporate investment portfolio.



SME EnterPRIZE to help SMEs make a sustainable transition

- Generali's SME EnterPRIZE project is helping SMEs integrate sustainable action into their business model for a sustainable transaction together.





Generali's responsibilities (3/4)

The Human Safety Net : a global network of people helping people

GENERALI | The Human Safety Net

Responsibilities for society are essential for us.
Hence, Generali has restored the iconic building Procuratie Vecchie in Venice, Italy, to become
"The Home of The Human Safety Net"
a place to unlock the potential of people living in vulnerable conditions to improve their lives and communities.



Generali's responsibilities (4/4)

Generali Thailand takes care of the society in a sustainable way

- We have worked on social activities to help everyone get through the Covid-19 pandemic crisis together. For example, providing PPE and supporting street food restaurants.



- We have continuously supported Thai children's abilities in education and sports by providing "Generali Group Accident Insurance Policy" for Thai youth to pursue their dreams and get ready for the world tournament.



- We have supported the CCF Foundation, providing scholarships to underprivileged families to support their children's education for over ten years.



- "Hold Your Breath" campaign aims to raise and boost the awareness of people in society on asphyxia; the lack of oxygen in newborns. We invited everyone to participate in the donation to support medical equipment for children.



Generali's pride

Our pride of Generali

We adhere to **Customer F.I.R.S.T.**

which emphasize on 5 keys



Proof of delivering the best service for valued customers

Generali's pride

The best global insurance from FORBES

GENERALI IS THE **BEST**

GLOBAL INSURANCE GROUP

ACCORDING TO **FORBES**



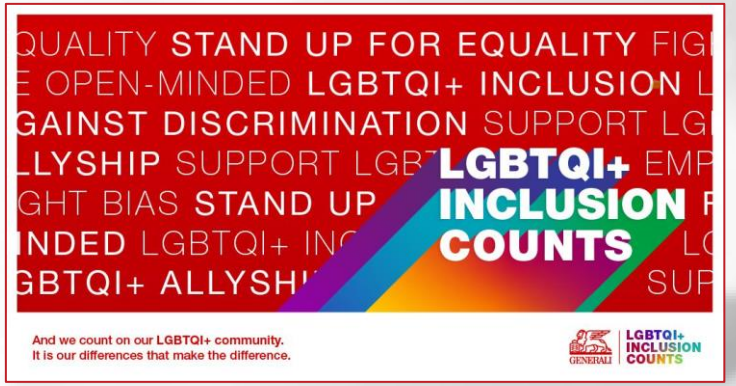
Generali's pride

From business to community

Global 500 : 1st rank



Thailand is the Regional champion



Gold Class – Trust ranking



The 1th rank of insurance and top 5 largest Italian brands



Generali's pride

Our awards

Social responsibility in sustainable way



ASIA'S BEST CSR PRACTICES HOLD YOUR BREATH CAMPAIGN

Accelerate technology and innovation



DIGITAL TECHNOLOGY AND INNOVATION



MOST INNOVATIVE GENERAL INSURANCE COMPANY (2018,2021)

Best service to valued customers



BEST CUSTOMER SERVICE LOYALTY PROGRAM



CUSTOMER EXPERIENCE AWARD (DIGITAL HUB)



BEST CUSTOMER SERVICE LOYALTY PROGRAM



BEST COVID19 AWARENESS



BEST GROUP HEALTH INSURANCE COMPANY

Excellent in claim management



BEST INSURANCE COMPANY CLAIMS MANAGEMENT



BEST INSURANCE CLAIM MANAGEMENT (2021-2022)

Generali's pride
Outstanding leader in Asia



Bundit (Kenny) Jiamanukoonkit
Generali Thailand Country Manager & CEO

"Generali is the customer's lifetime partner. We are ready to satisfy our customers' needs and expectations with the best service.

We will grow our profitable business while being strong contributors for better environments and society which make Generali the strongest global insurance brand that customers trust."



-ACES AWARDS 2019 -

GENERALI
Protect Your Love



GENERALI 190 YEARS OF FUTURE

Appendix

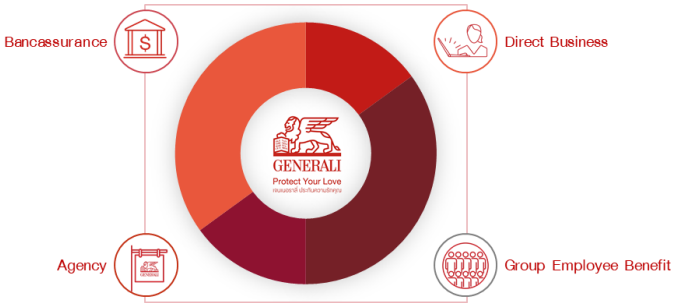
Our Cultural and Operational Transformation



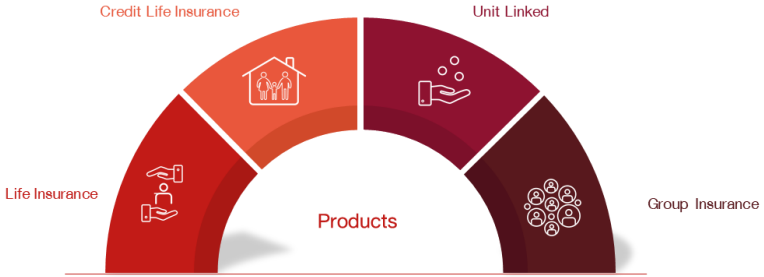
OUR PRODUCT & SERVICES

Generali Life Assurance (Thailand)

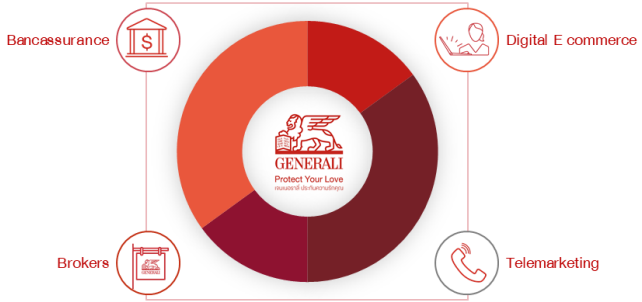
Channels



Products



Generali Insurance (Thailand)





Board of Directors

Board of Directors of Generali Life Assurance (Thailand) Public Company Limited
And Generali Insurance (Thailand) Public Company Limited


Mr.Teeranun Srihong


Ms. Ghanyapad Tantipipatpong


Mr.Termsak Tantipipatpong


Mr.Kunacha Chaichumporn


Mr.Bundit Jiamanukoonkit


Mr.Phanporn Dabbaransi


Mr.Phaiboon Bunnak


Mr.Roberto Leonardi