

# YEAR AT A GLANCE

## FEBRUARY

The Townhall Meeting serves as a vital forum for communicating the company & objectives for the year while also providing an open platform for employees to voice their opinions and concerns. This interactive session encourages transparency, fosters a sense of belonging, and facilitates constructive dialogue between management and staff.



THE  
*Voice*  
OF EMPLOYEE



## MARCH

Conducted 4Her inspirational session with Ms Thilanka Abeywardena on her success story.



## APRIL

The Investor Forum serves as a platform for engaging in dialogue with our current and prospective investors, as well as other interested stakeholders, fostering transparency and facilitating meaningful interactions regarding our company's performance, strategies, and future prospects.



## JUNE

The Softlogic Life Karaoke Competition was organized to offer our staff an avenue to showcase their talents and foster a vibrant, engaging workplace environment.

## JUNE

Introduced the first-ever marketing initiative in Sri Lanka, built on an Artificial Intelligence platform.



JULY

The company celebrated its 'Hawaiian Mingle' beach party in grand style



NOVEMBER

Our sales team win big at SLIM NASCO Awards 2023



SRI LANKAS FIRST EVER CROWD-SOURCED

**VEGETABLE PLANT CHRISTMAS TREE**

## MOST SIGNIFICANT EVENTS OF THE YEAR



MDRT

# 263

**SLI PRODUCED RECORD  
BREAKING MDRT MEMBERS  
IN THE INDUSTRY**

## LAUNCHING UNIT-LINKED PRODUCT

Unit Linked Products, offered by SLI, blend investment and insurance components into a single package, providing investors with a unique opportunity to grow wealth while securing their financial future. These products allow policyholders to allocate their premiums into various investment funds, such as equities, bonds, or money market instruments, based on their risk appetite and financial goals.

The prevailing high interest rate environment in the market during the initial six months of the year bolstered demand for this product and contributed to an increase in our revenue. This enabled us to uphold a well-balanced product portfolio, thereby enhancing our ability to cater to the diverse needs of our customers more effectively.