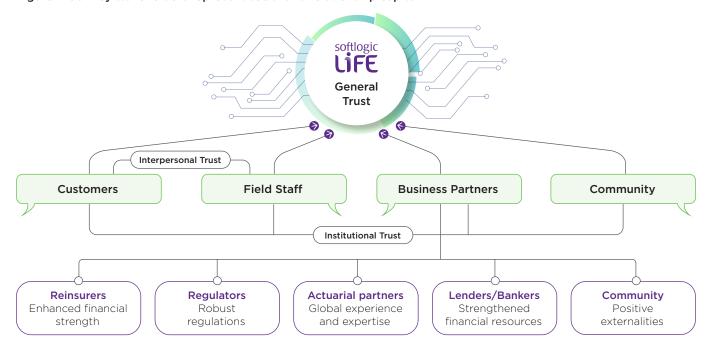




The company has solidified its institutional trust by establishing a robust internal structure, governance, and risk management framework. Acting as the initial point of contact, field staff members cultivate individual trust with customers through outstanding customer service. This trust is further boosted by strategic business partners, each playing distinct roles in the organisation's value creation process. The stakeholder engagement report, available on page 72, provides detailed insights into the size, diversity, methods, and frequency of engagement with stakeholders.

As a life insurer, our connections with customers, business partners, and the community form an vital part of our value creation process. We view these connections as the external social capital of SLI, embodying our achieve Bigger dreams. These relationships not only enable us to operate but also enhance our market reach and foster business growth. The robustness of our social ties stems from our expansive network, the trust we have cultivated, and the shared values and norms we uphold together.

Figure: - Our key stakeholders represent social and relationship capital



CUSTOMER

Innovating Customer Engagement for **Better** Service Standards

Connectivity and Tradeoff

Relevance to strategy



Customer capital

- + Increase in claims and benefits paid by 44%
- + Instant claims settlement through digital platform "Insta claim"



Phenomenal Sales

Satisfied clientele ensures the continuity of the business growth.



Most Caring Life Insurer

"Caring factor" in service delivery to customers becomes first in order of importance



Financial capital

- + Increase in First year premium by 22%
- + Increase in Renewal premium by 16%
- Increase in net benefits and claims paid 53%



Smart IT Digitalisation

With the intensified competition within the market, digitisation as well as use of data is a prerequisite to provide superior service to customers



Intellectual capital

- + Digital innovations
- Improved brand awareness



Lean and Fast

Becoming lean helps to be price competitive in the market and fast delivery of services helps create customer satisfaction.