

REF. BLA 17/2558

April 3, 2015

Subject: To disclose the Embedded Value and Value of New Business for year 2014

Attention: The President
The Stock Exchange of Thailand

Bangkok Life Assurance Public Company Limited hereby would like to disclose the information regarding the company's Embedded Value (EV) and Value of One Year New Business (VNB) at the end of 2014. The valuation has been reviewed by KPMG Phoomchai Audit Co., Ltd. Details are as following:-

	31 December				Growth (%)
	2014		2013		
	Million Baht	Baht per Share	Million Baht	Baht per Share	
Embedded Value (EV)	47,785	28.14	32,641	26.94	+46%
Value of One Year New Business (VNB)	1,143	0.67	1,862	1.54	-39%
Number of shares (million shares)	1,698		1,212		
<u>Key Assumptions :</u>					
Return on Investment	4.75%		5.00%		
Discount Rate	10.00%		10.00%		

The detail of audit report and summary presentation for investor can be found on company's website at www.bangkoklife.com/blasiteen/InvestorRelations/FinancialInformation.aspx

Please be informed accordingly.

Yours sincerely,



(Mr. Chone Sophonpanich)
President

Investor Relations Section

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