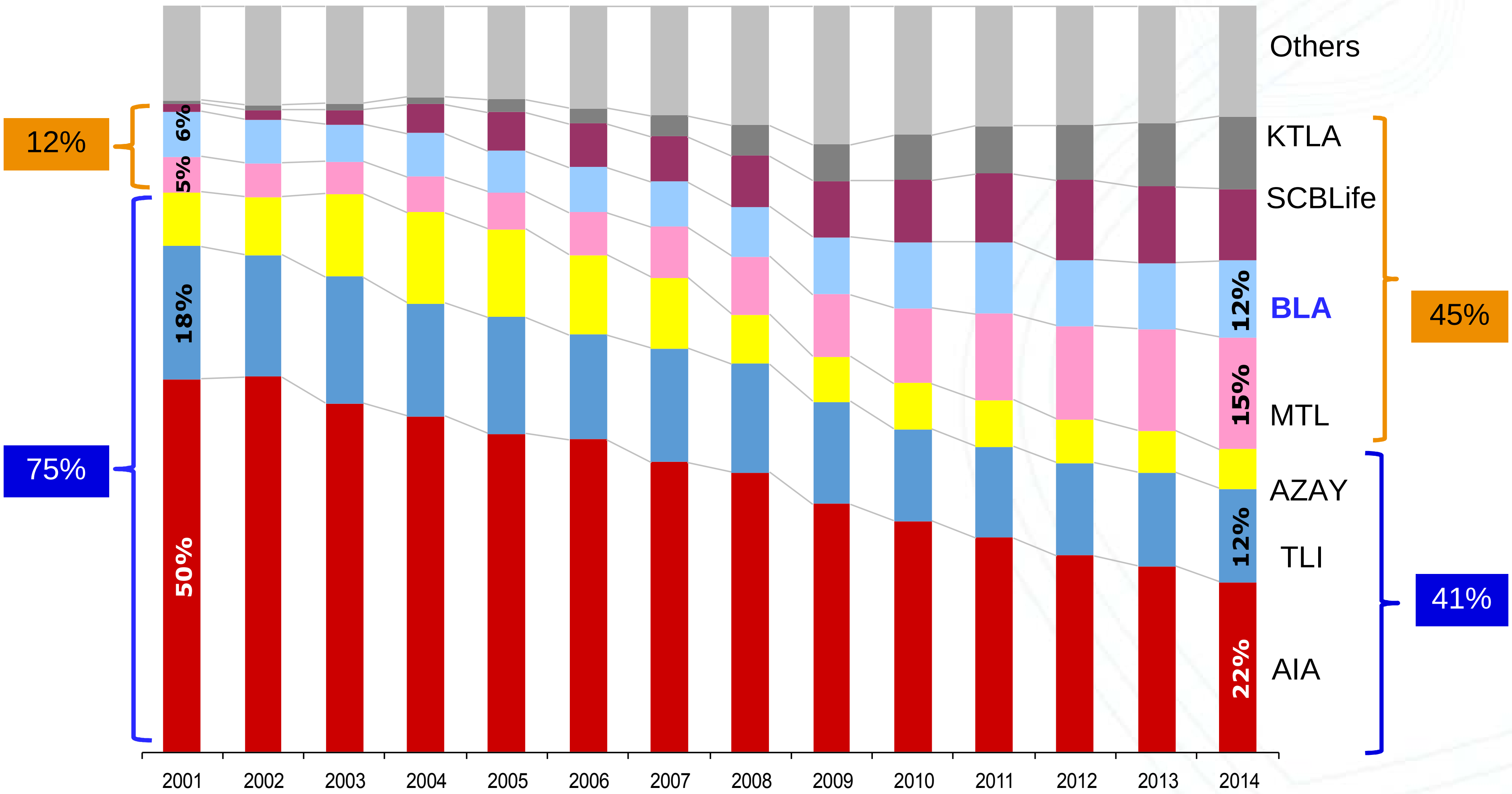
กรุงเทพประกันชีวิต
BANGKOK LIFE ASSURANCE

Company Basic Background

March 2015

Industry Overview

Who are the key players? - by Total Premium:2014



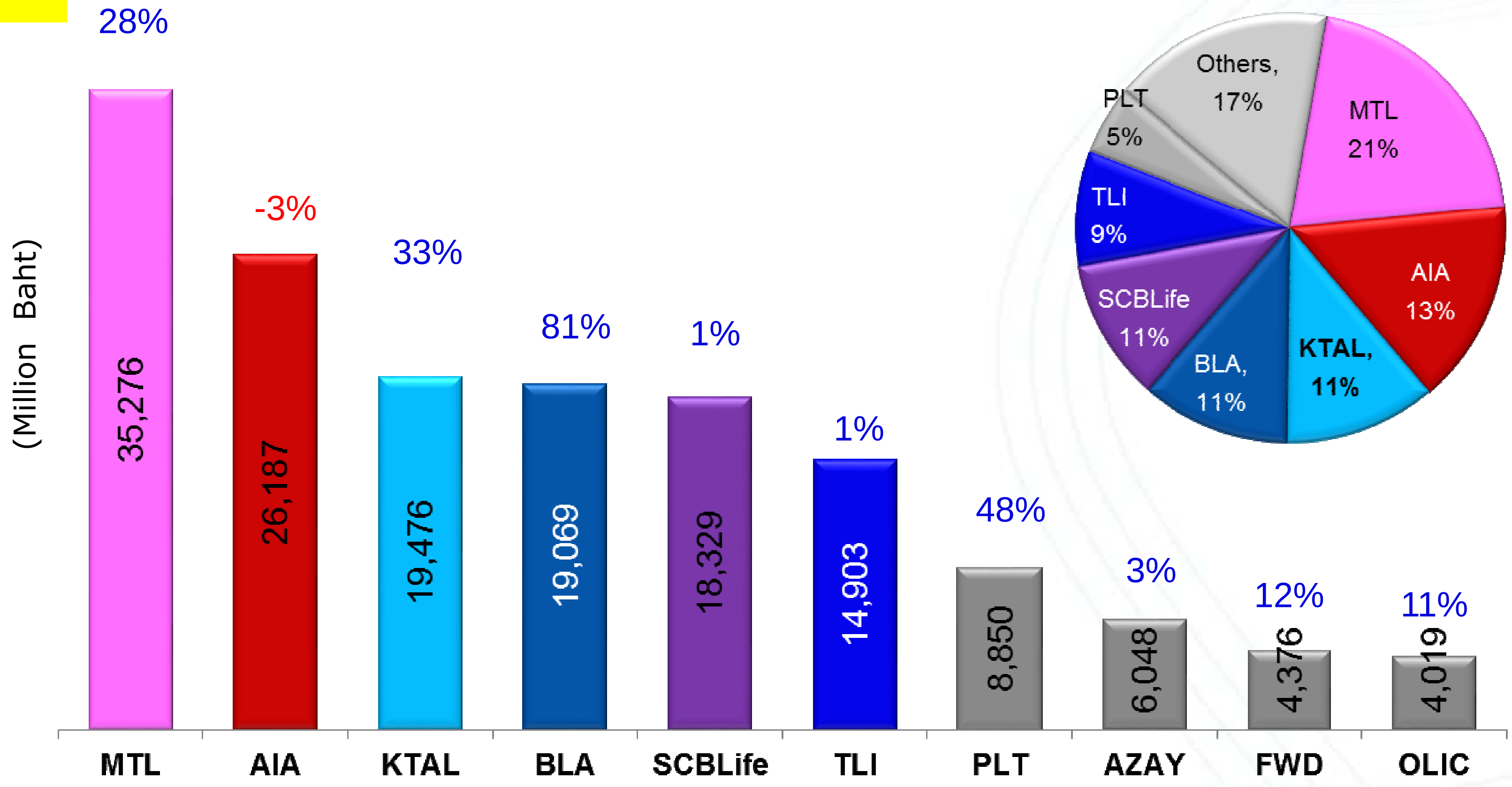
Source: *Thai Life Assurance Association (All type premium : incl. SP)*

Who are the key players? - by FYP : 2014

FYP Industry 2014

170,626 MB +14.94%

Growth

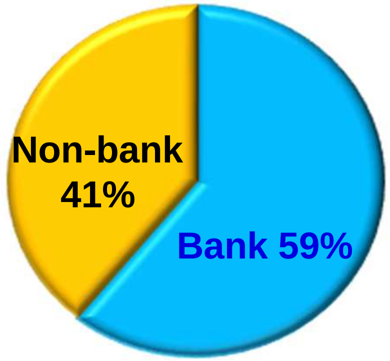


Market Share

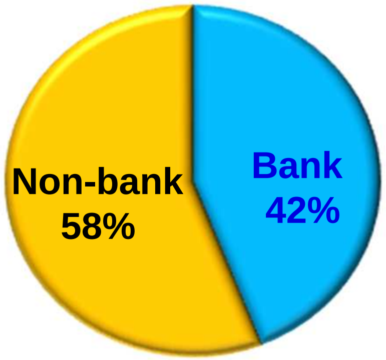
Source: Thai Life Assurance Association (All type premium : incl. SP)

Industry Channel of Distribution

As of 2014



First Year Premium



Total Premium

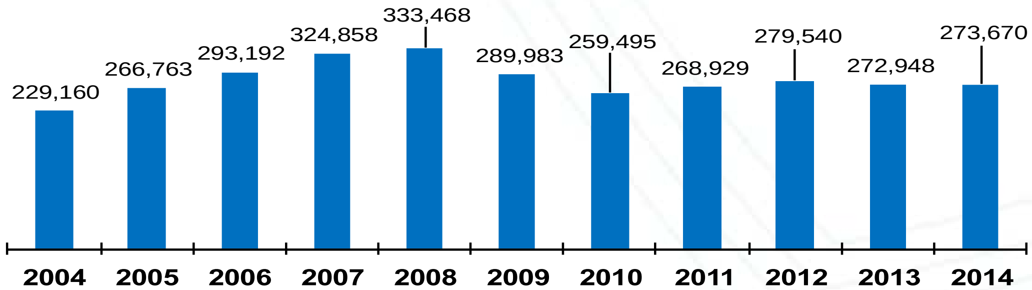
Source: Thai Life Assurance Association

	2014		(%) PRM:Deposit	
	No. of Branch	Deposit (MB)	FYP	TP
BLA + **BBL**	1,109	1,919,357	0.94	2.06
KTAL + **KTB**	1,189	1,903,139	0.68	1.52
MTL + **KBANK**	1,088	1,621,056	1.80	3.44
SCBLife + **SCB**	1,191	1,834,501	0.94	2.33

Source: Bank of Thailand

Number of Registered Agents

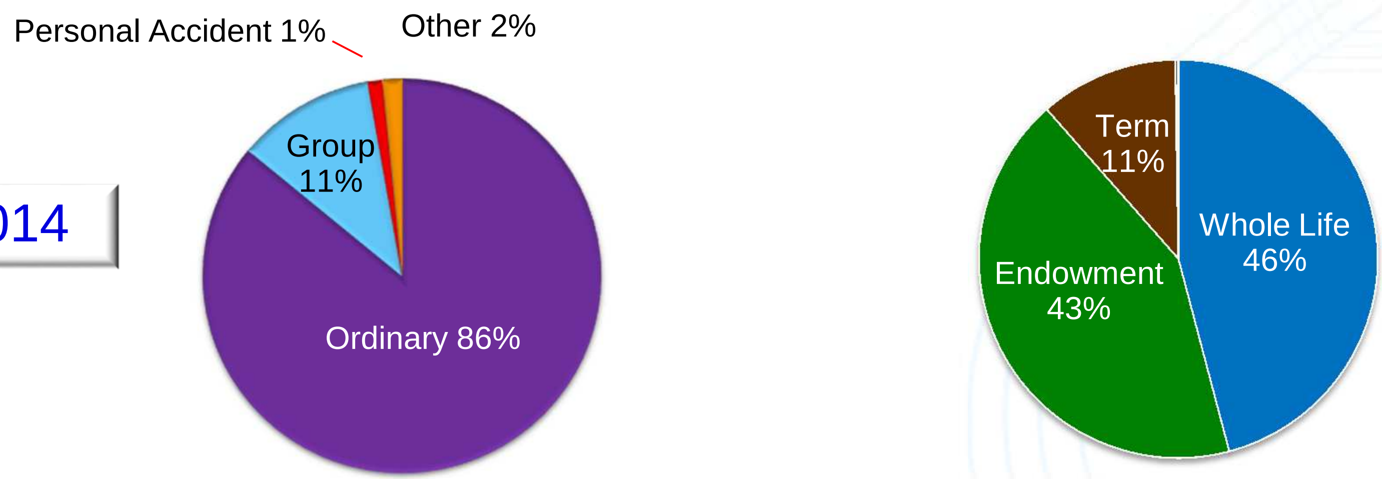
Avg. growth = 1.94%



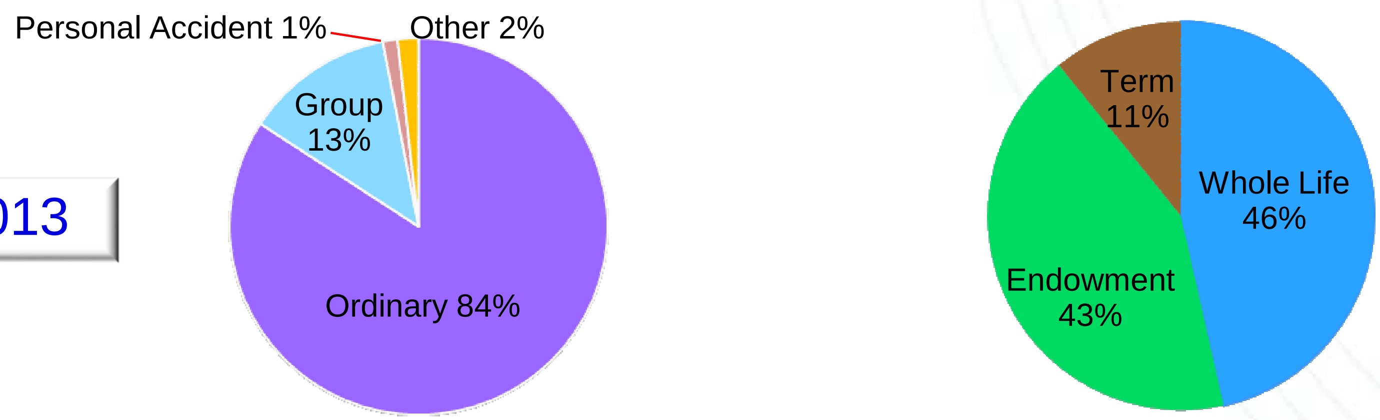
Type of Selling Policy

Total Premium Sold by Product's Type | **Component of Ordinary – by No. of Policy**

2014

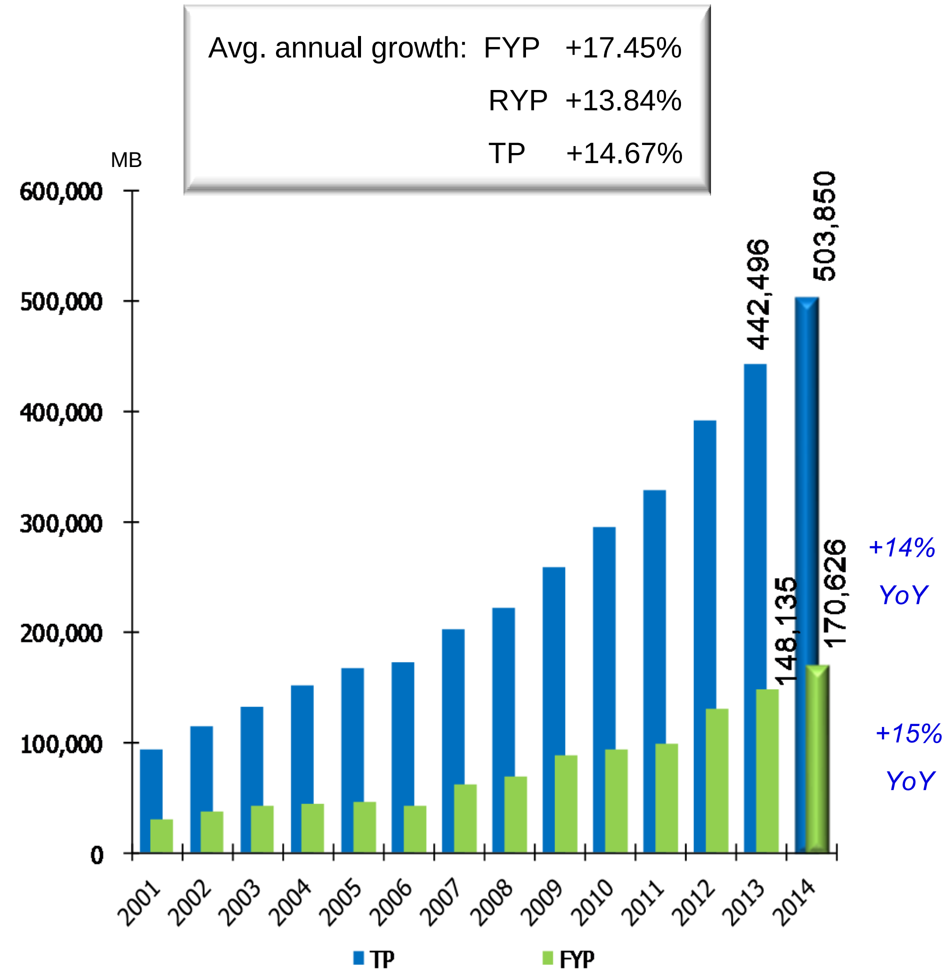


2013

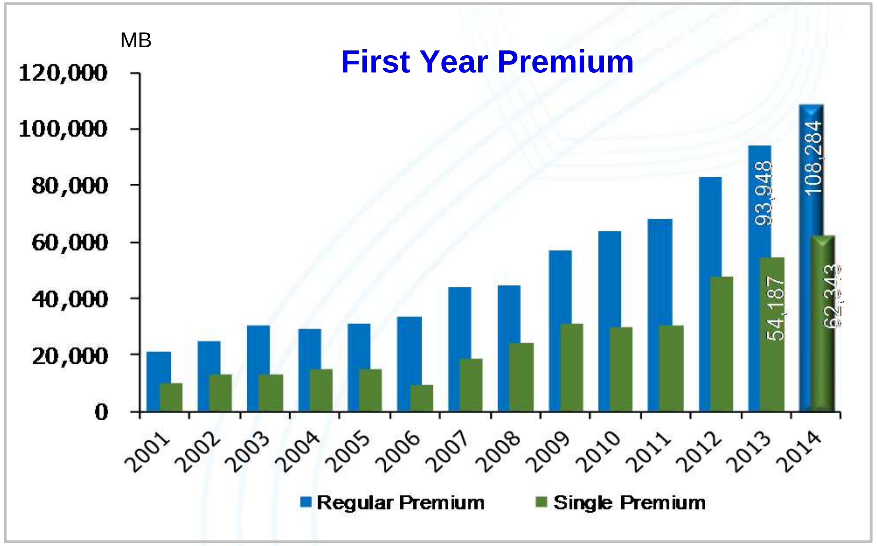


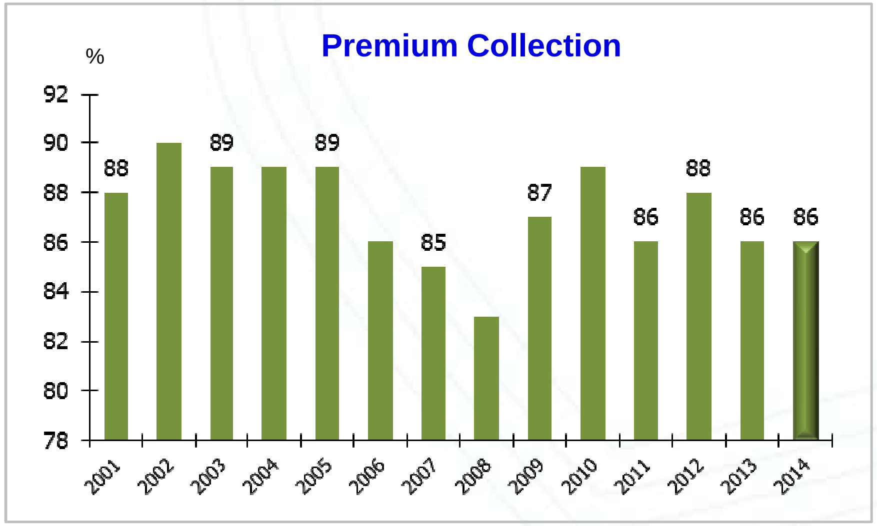
Source: Office of Insurance Commission

Industry Premium Growth

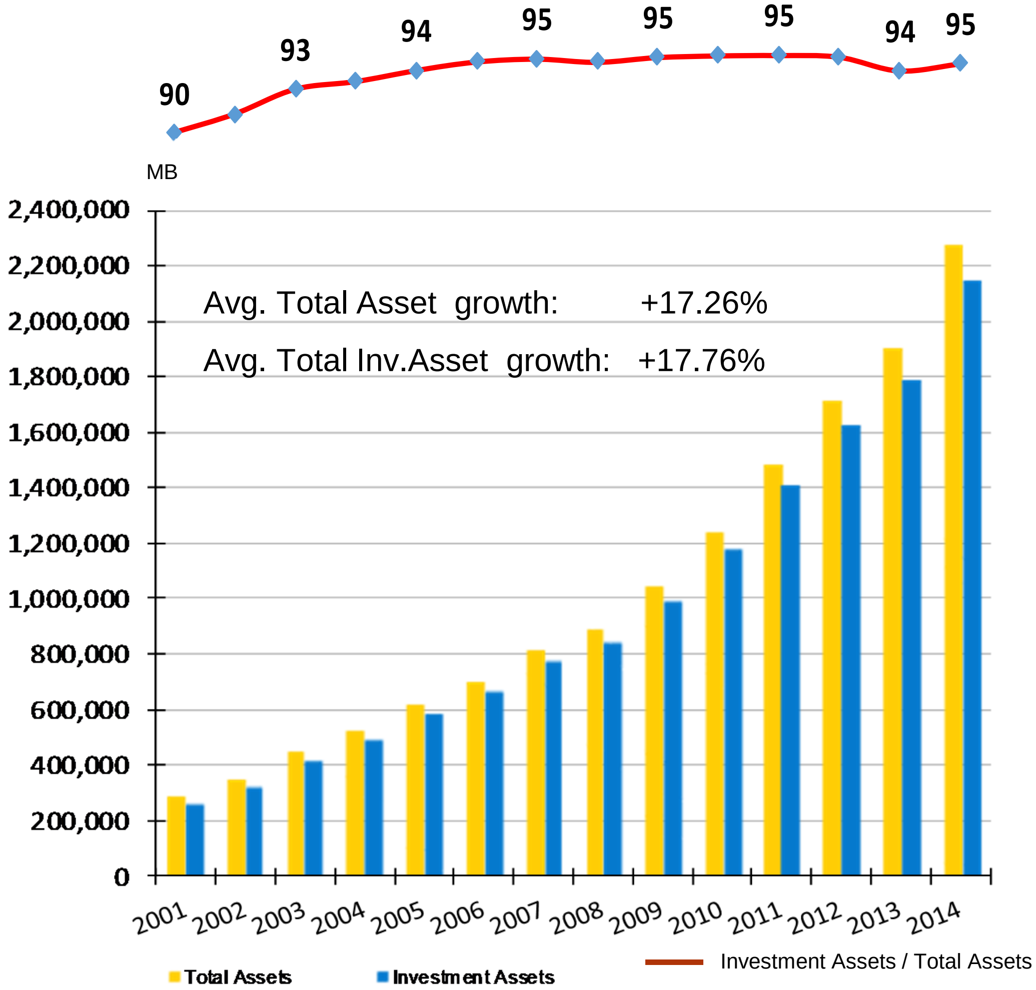


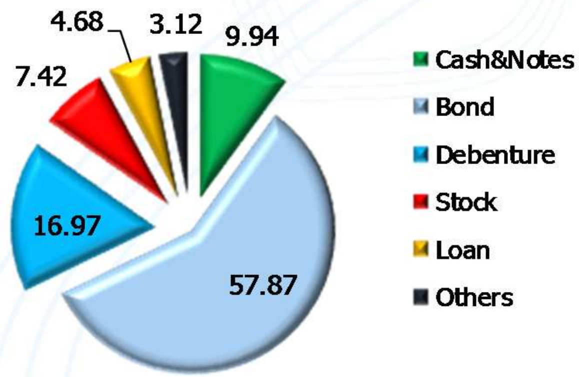
Source: Thai Life Assurance Association

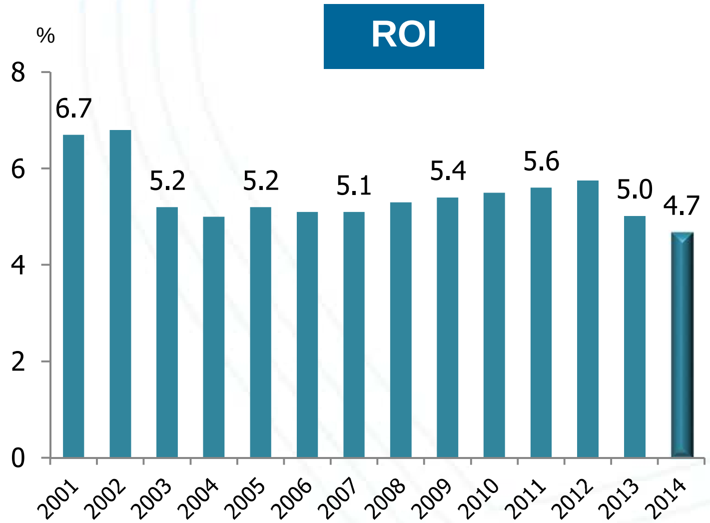




Total Assets of Life Insurance Industry - 2014







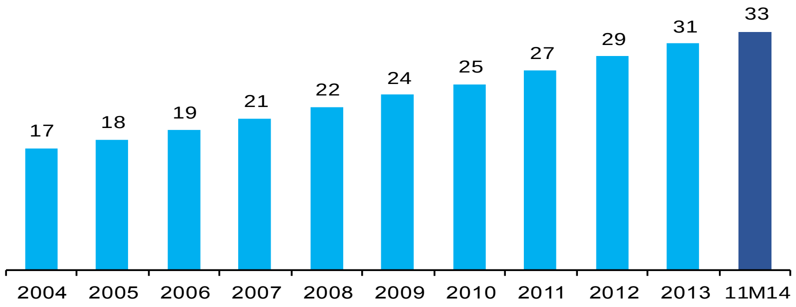
Source: Office of Insurance Commission

Life insurance penetration continues to improve in Thailand, but is still low compared to regional peers

Thailand

Source: The Thai Life Assurance Association , Dept. of Provincial Administration, Bureau of Saving and Investment Policy

Number of Policy per Population (%)

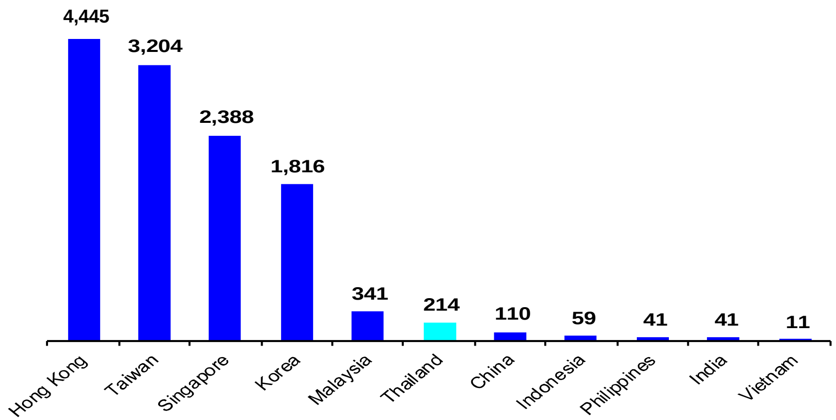


Total Premium per GDP (%)

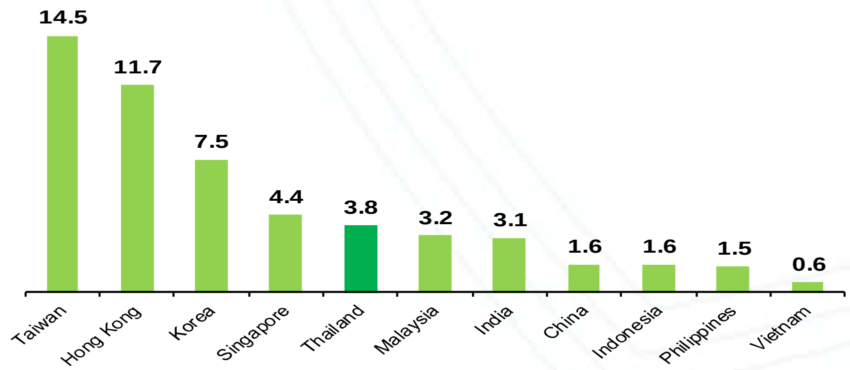
Regional 2013

Source: Swiss Re, sigma No. 3/2014

Premium per capita (US$)

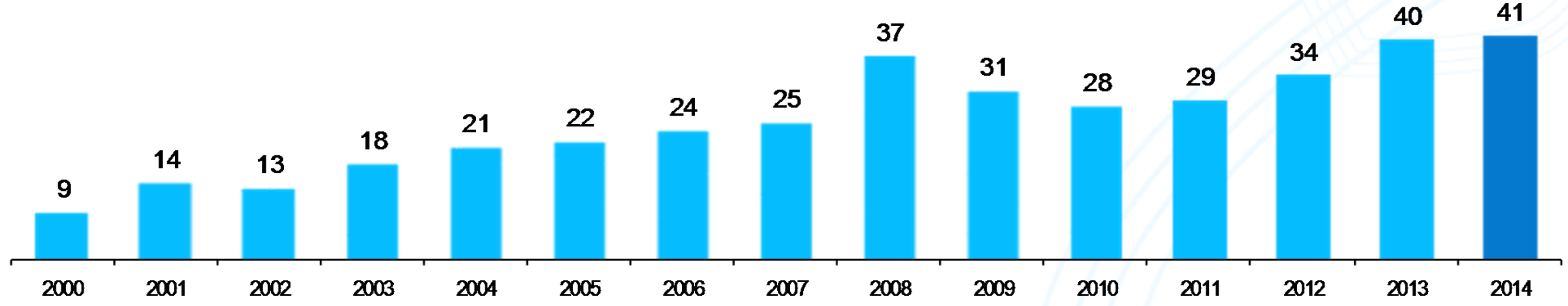


Premium per GDP (%)

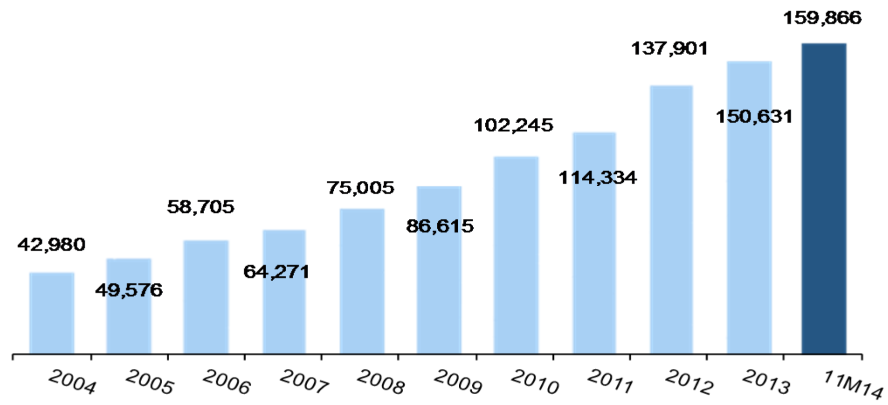


Market Penetration - Thailand

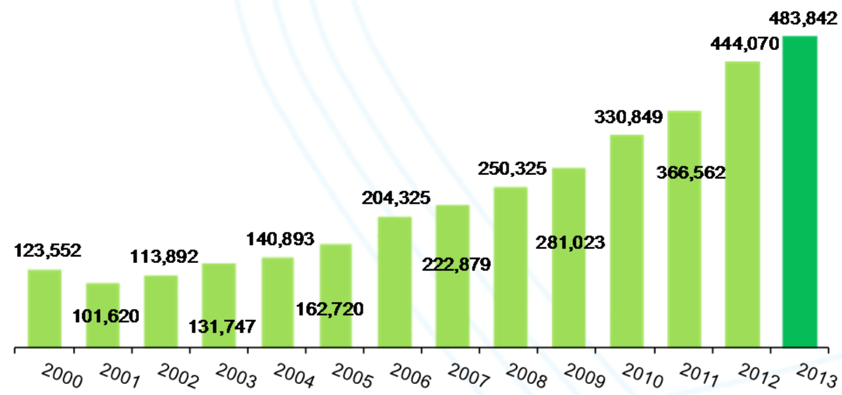
Sum insured per GDP (%)



Sum insured per Population (Bht)



Sum insured per Household (Bht)



*Note : * Sum Assured (Inforced) as of May 2013Source: The Thai Life Assurance Association , Dept. of Provincial Administration, Bureau of Saving and Investment Policy*

กรุงเทพประกันชีวิต
BANGKOK LIFE ASSURANCE

Company Overview

Found since 1951 to provide funeral services to society, Life Insurance business only being concentrated from the late 80s

กรุงเทพประกันชีวิต

NISSAY

1951 1979 1987-1989 1997 2000

Founded on 1 June under name 'Suksawasdi Life Assurance Company Limited'

On 1 January, the company changed the name to Bangkok Life Assurance Company (BLA)

Growth rate of BLA performance was as high as 90% on average, moving to medium size companies

Nippon Life acquire 9.45% of stakes in BLA (later increased to 25%)

On 5 December the company received ISO 9002:1994 from ICL

ISO 9001 : 2000

2003 2005 2007 2009 2012 2013 2014

On 1 December the company received an ISO 9001:2000, the first life insurer in Thailand

Started bancassurance with the Bangkok Bank PCL

On 17 December the company was transformed into a public limited company

The company was listed on Stock Exchange of Thailand (SET)

The company was awarded an ISO 9001:2008 from ICL

Was awarded Thailand's Corporate Brand Rising Star 2013

Was awarded NACC Integrity Awards 2013

Key Financial Milestone

- 1951: Established with Paid-up 10 MB
- 1997: NLI joins with 9.45% stakes
- 2005: Bancassurance with BBL
- 2009: Listing in SET

(Unit:MB)

	1951	1985	1995	1997	2005	2009	2010	2011	2012	2013	2014
Paid Up	10	500	1,000	1,000	1,200	1,200	1,200	1,205	1,212	1,698	
Equity	17	382	721	2,702	7,232	10,917	13,277	19,465	22,264	25,576	
Assets	139	2,256	3,623	30,419	68,339	88,943	112,459	143,567	172,235	215,590	
FYP	8	483	769	2,889	6,885	9,222	8,514	8,767	10,535	19,069	
TP	34	1,251	1,814	9,220	19,913	26,488	31,807	34,640	39,079	51,810	
Profit	1	66	-258	393	1,186	2,796	3,417	3,284	4,381	2,665 5,305*	
Div Paid					200	360	720	864	868	1,103	546**

*Note : * Adjusted Contingency Reserve   **Interim Dividend*

Major Shareholders (Dec 30, 2014)

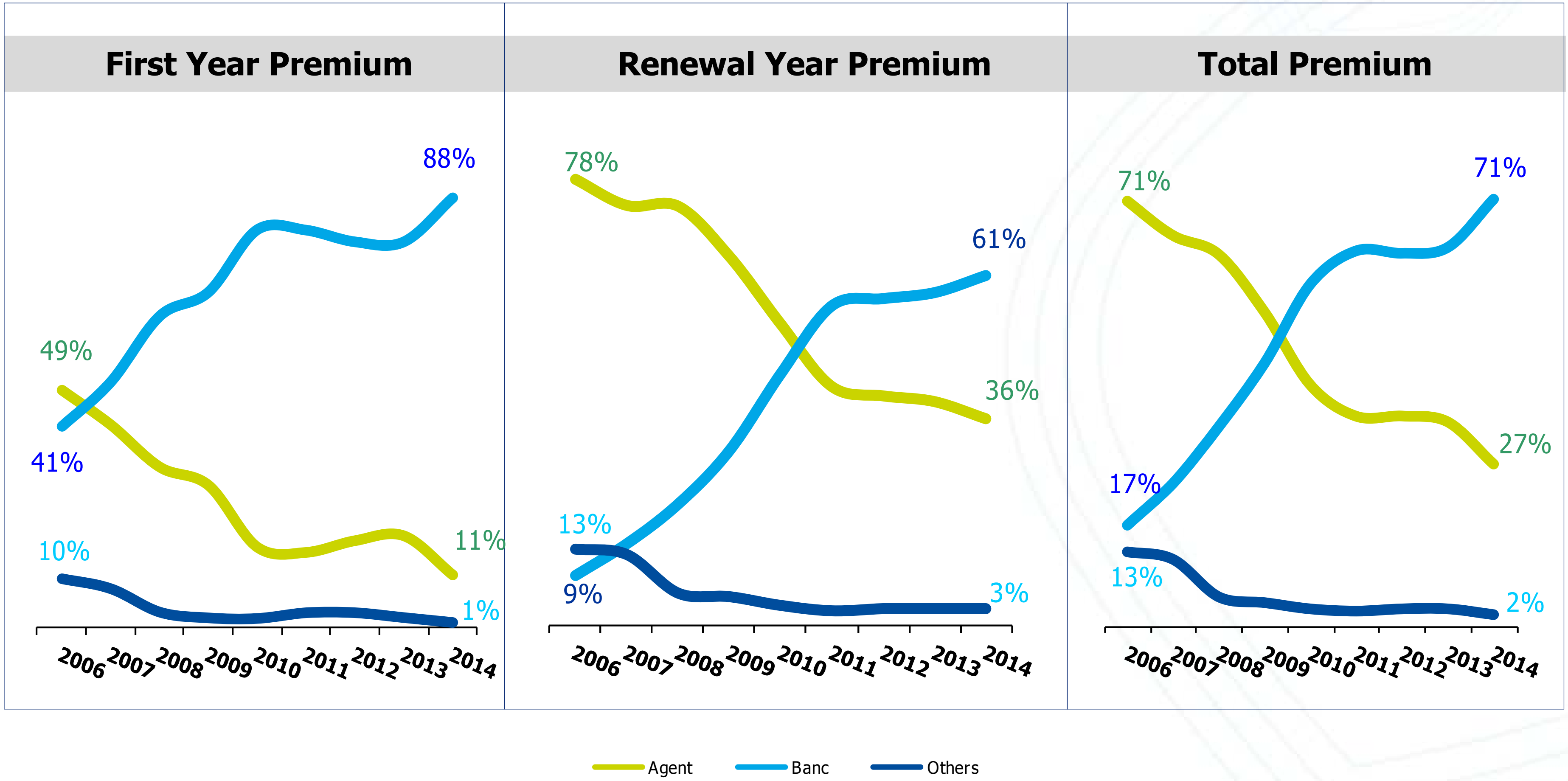
Paid-up Capital 1,697,850,000 baht

Name	Shares	%
Sophonpanich Family	499,765,686	29.435
Mitsubishi UFJ Global Custody S.A.*	413,396,200	24.348
Bangkok Bank	130,022,480	7.658
Limsong Family	100,157,340	5.899
Bangkok Insurance	78,594,760	4.629
Others	475,913,534	28.030

Note : * Nippon Life Insurance Co., LTD owns BLA shares through MITSUBISHI UFJ GLOBAL CUSTODY S.A.

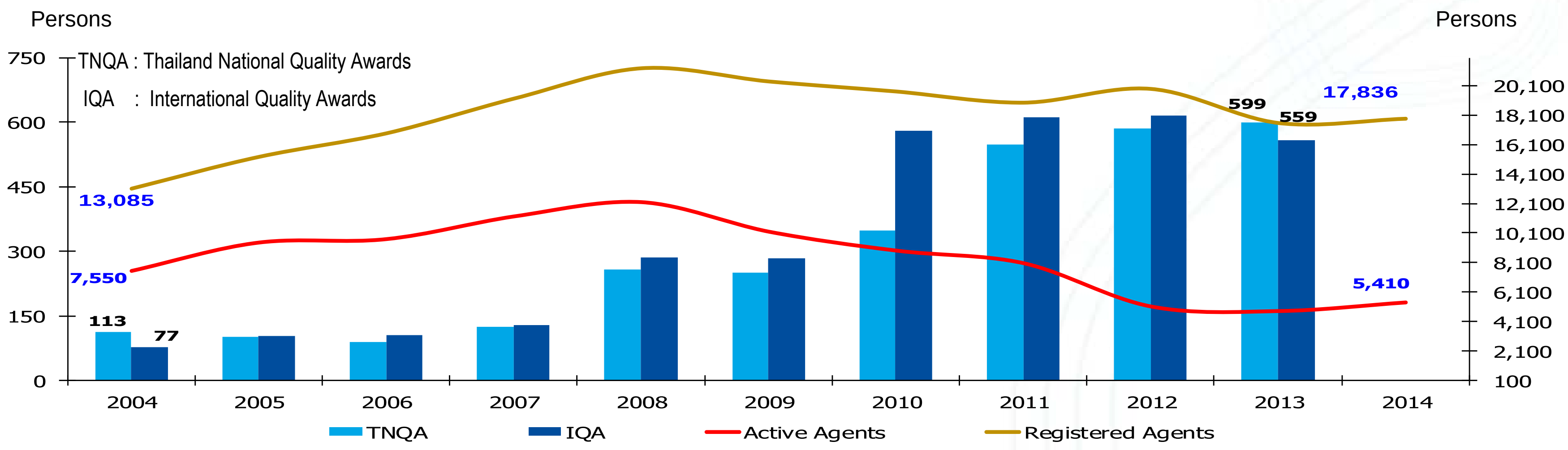
Source: Thailand Securities Depository Co., Ltd., as of Dec 30, 2014

Bancassurance continues to be an important channel for BLA

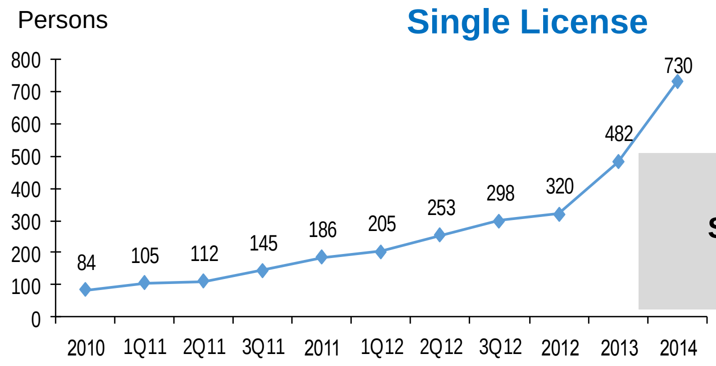


Agency force remains stagnant but FA agent growing fast

Growing number of new agent is one of management top agenda



Note : Active agent's definition was changed in 2013



= 104% of Target

Target 2014
Single License 700 persons

No. of TNQA of Industry

Unit:person

Company	2013	2012	2011	2010
AIA	1,002	880	847	577
TLI	791	662	569	465
BLA	**599**	**586**	**548**	**348**
OLIC	450	435	380	395
KTAL	93	135	97	95
MTL	65	30	30	30
SCBLife	13	9	10	18
Industry	**3,117**	**2,835**	**2,554**	**2,036**

Product Mix: Focus on protection both in Banc & Agent in 4Q14
Endowment still represents a higher proportion for 2014

Agent Channel	FYP (%Growth)		Proportion (%)			
	4Q14	2014	4Q14	4Q13	2014	2013
Regular Endowment	(61.05)	(22.01)	37.85	50.81	37.69	50.57
Whole Life	60.83	4.42	50.49	16.41	34.39	34.46
Single Premium	(81.41)	95.00	11.66	32.77	27.92	14.96
Total	(47.72)	4.65	100.00	100.00	100.00	100.00

Bancassurance	FYP (%Growth)		Proportion (%)			
	4Q14	2014	4Q14	4Q13	2014	2013
Endowment	(50.82)	127.94	36.88	57.05	88.02	77.81
Credit Life	11.77	8.77	63.12	42.95	11.98	22.19
Total	(23.94)	101.50	100.00	100.00	100.00	100.00

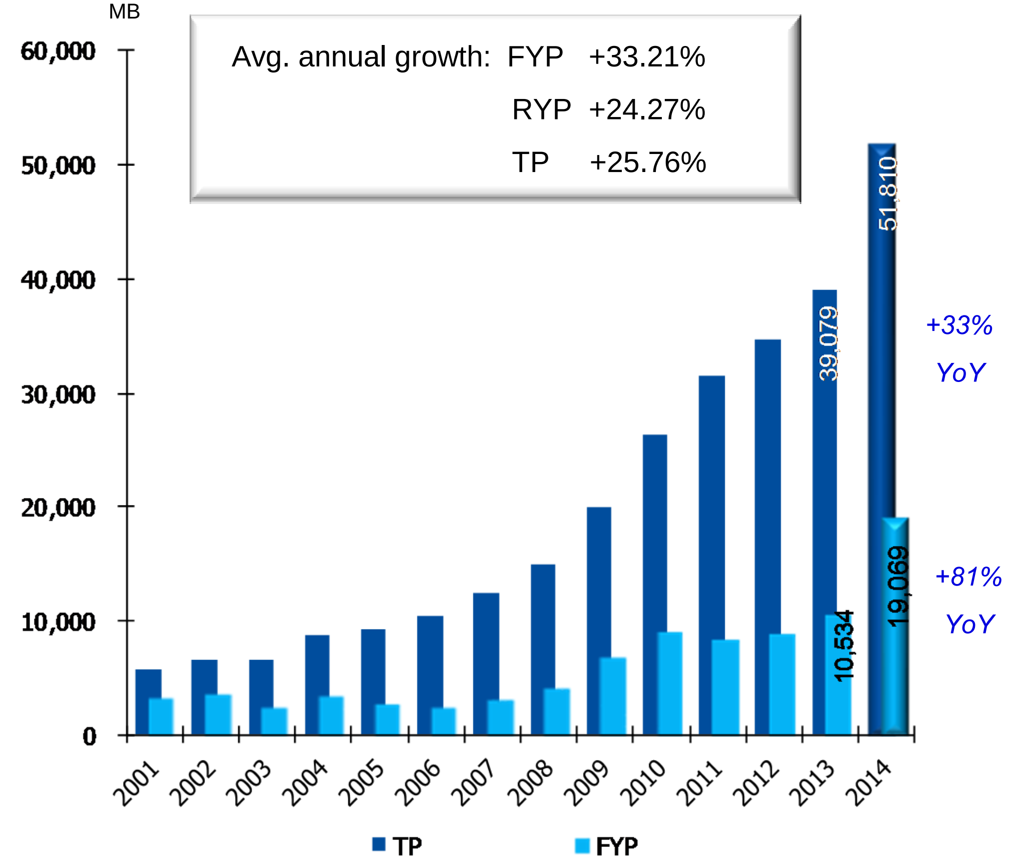
Product Mix: Endowment is still the dominant product

Frist Year Premium	%Growth		Proportion (%)			
	4Q14	2014	4Q14	4Q13	2014	2013
Endowment	(61.19)	107.31	39.44	67.68	84.09	73.42
Life Protection	24.34	7.60	55.11	29.52	14.20	23.89
Group Employee	39.93	13.06	4.29	2.04	1.39	2.22
Others	2.04	24.92	1.16	0.76	0.33	0.47
Total	(33.40)	81.01	100.00	100.00	100.00	100.00

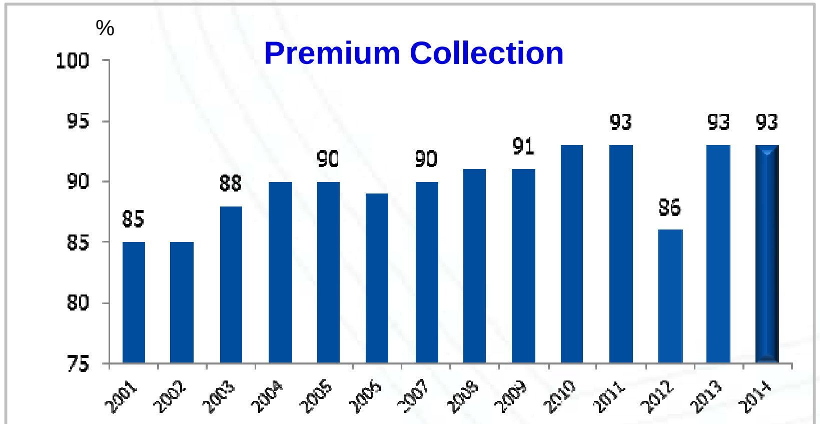
Total Premium	%Growth		Proportion (%)			
	4Q14	2014	4Q14	4Q13	2014	2013
Endowment	(15.64)	37.08	73.85	81.05	85.47	82.67
Life Protection	27.34	11.35	23.69	17.22	12.06	14.36
Group Employee	39.83	9.20	2.00	1.32	2.19	2.66
Others	6.27	11.36	0.47	0.41	0.27	0.32
Total	(7.42)	32.58	100.00	100.00	100.00	100.00

New business grows 33% p.a. during 2001-2014 while premium collection remains at above 90%

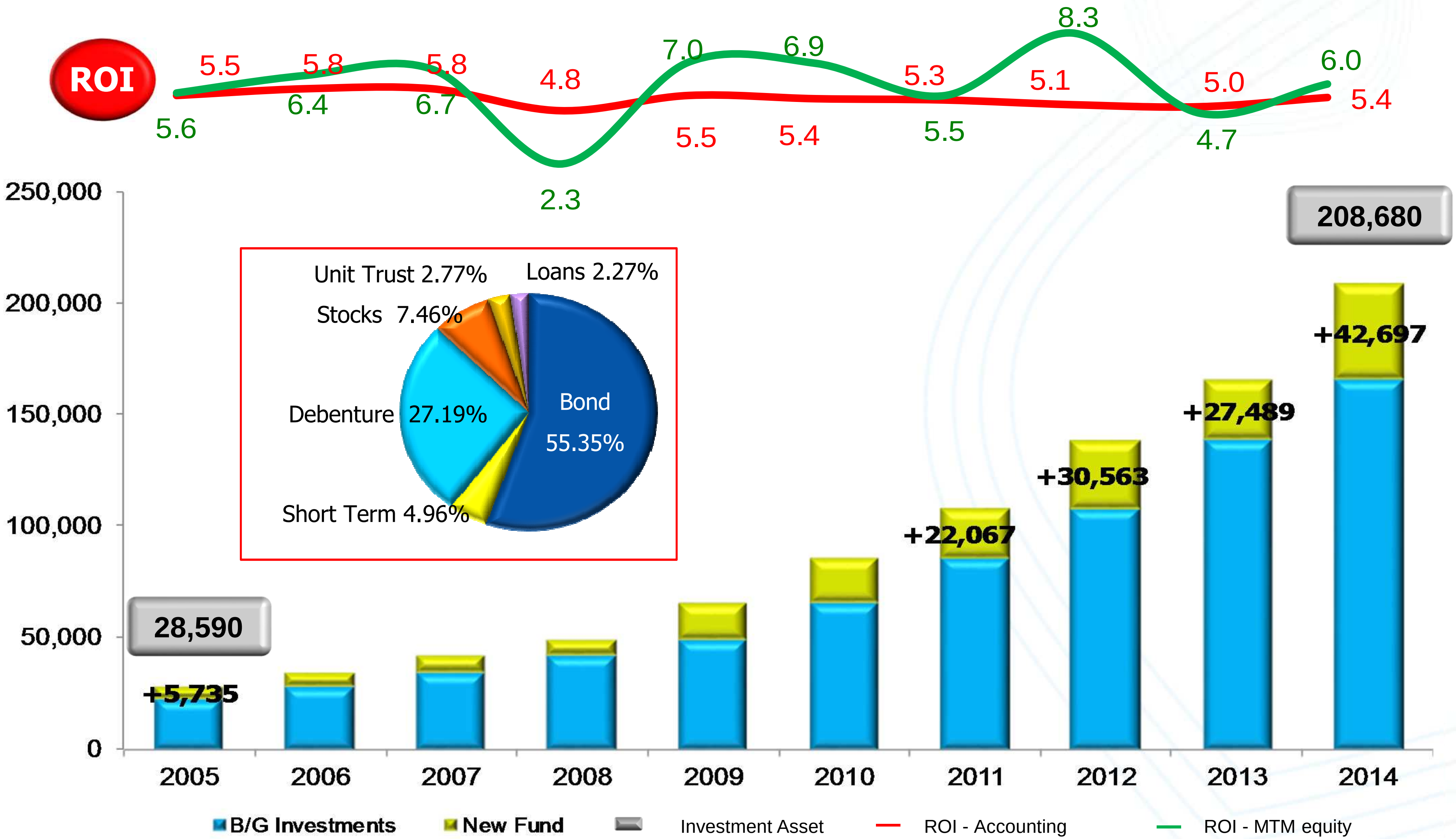
Abnormally high SP sale in 2014 will not repeat going forward



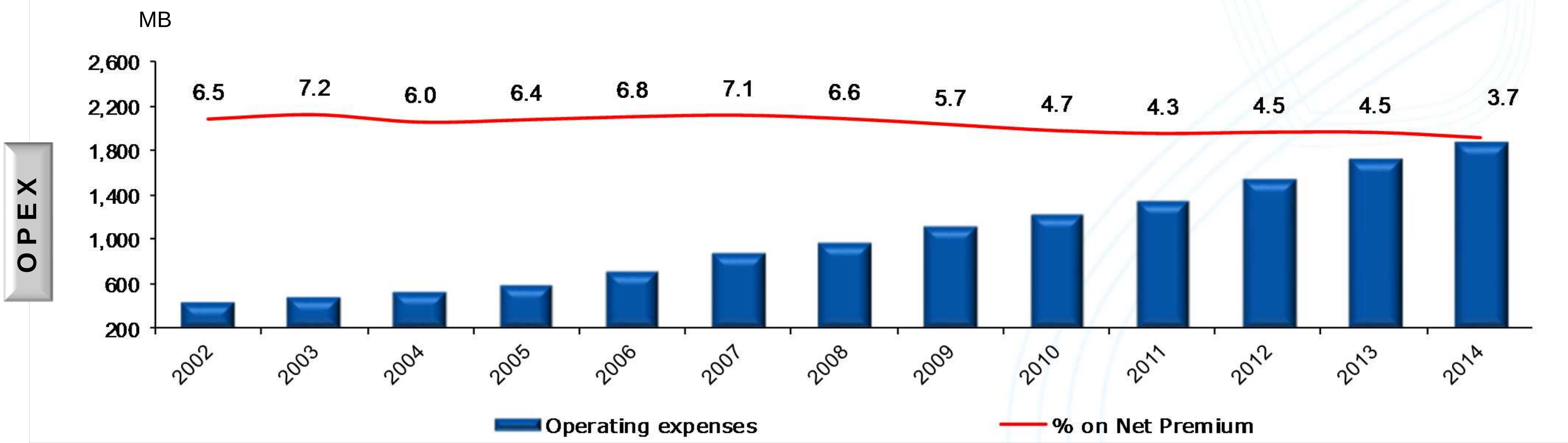
Source: Thai Life Assurance Association

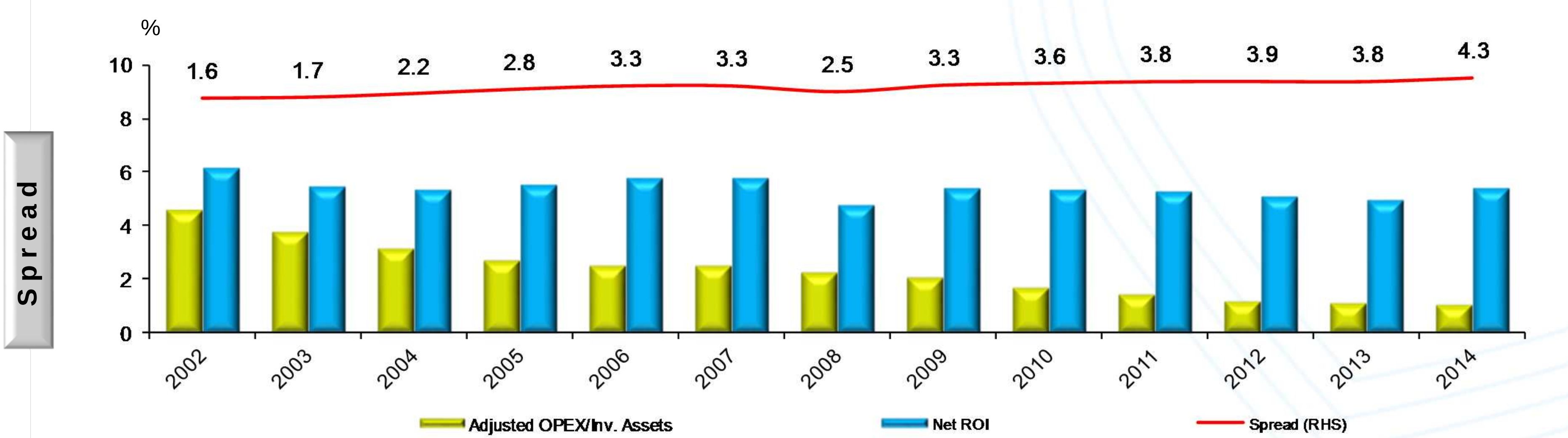


Good premium collection + FYP growth expanding asset base to generate investment income

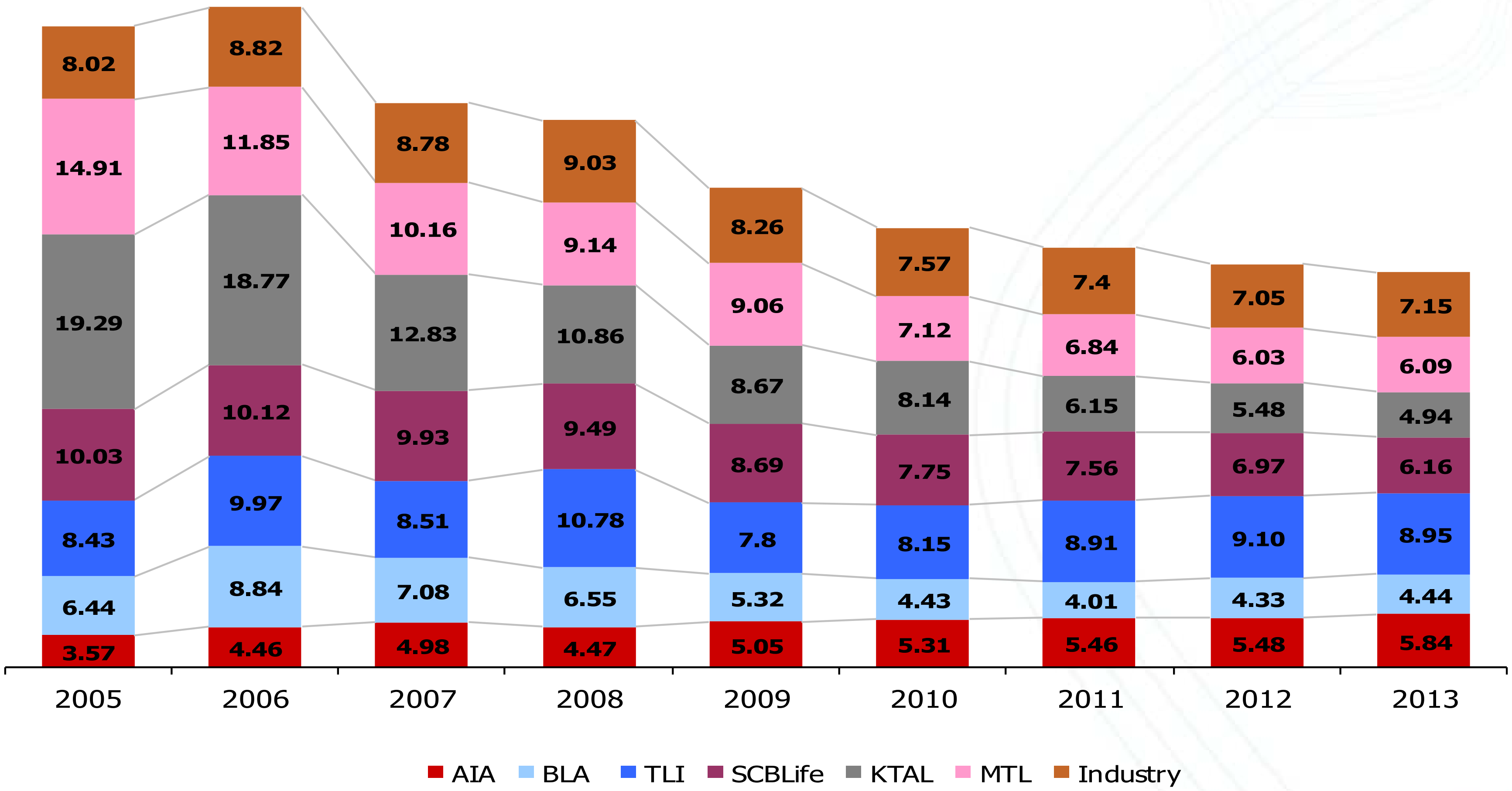


OPEX decline with increasing size as > 70% of the expenses are fixed





BLA is the lowest cost operator in the industry

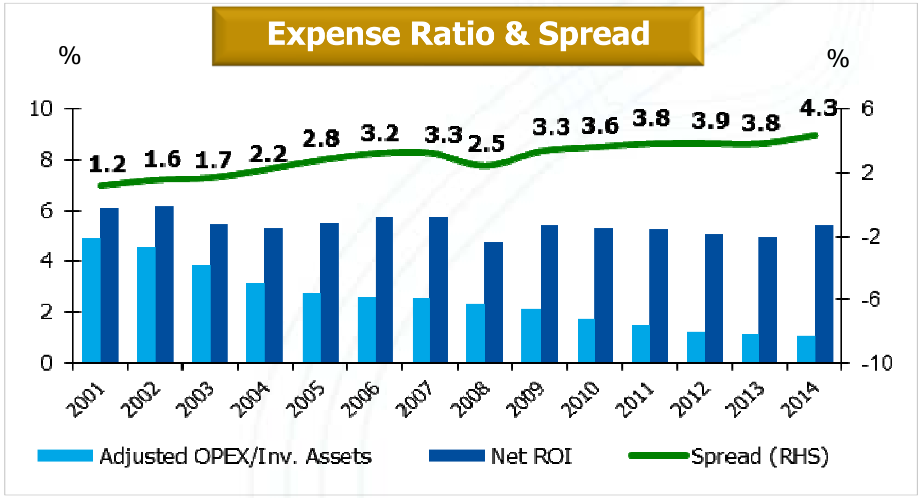


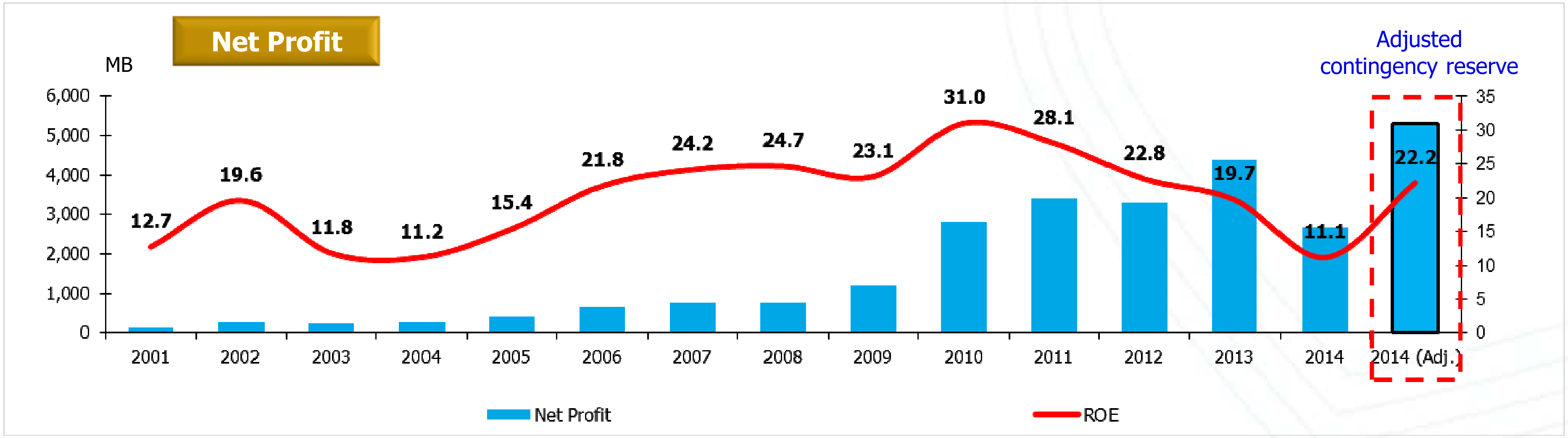
Note: Excluding contribution to OIC and Life Assurance Fund

Source: Thai Life Assurance Association

Non-underwriting profit driver

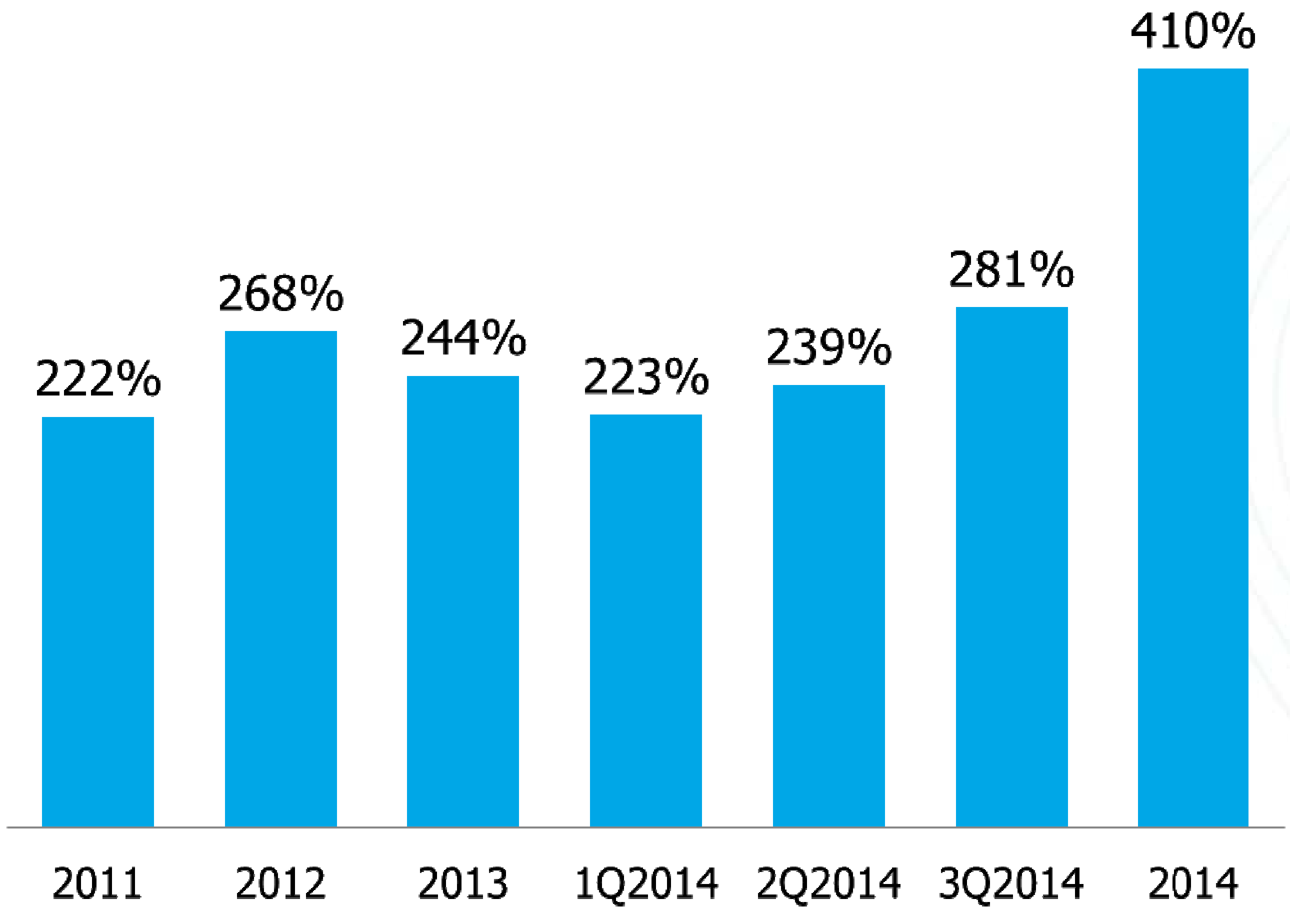
Rising Assets >> Lower Expenses Ratio >> Steady ROI





CAR increased significantly to 410%

Thanks to conservative expenses policy and risk management



September 2014

AIA	522%
MTL	477%
TLI	464%
OLIC	450%
AZAY	394%
SCBLife	307%

บริษัท กรุงเทพประกันชีวิต จำกัด (มหาชน)

BANGKOK LIFE ASSURANCE PUBLIC COMPANY LIMITED

2013 Embedded Value & Value of New Business

Reviewed By Ernst & Young Co., Ltd.

EV and VNB – indicators of life insurance value and profitability

EV

EV (Embedded Value) is the future profit from all policy that insurance company has and net worth of the company.

Component:

- ANW (Adjusted Net Worth) is the net worth from balance sheet plus unrealized gain excluded from balance sheet.
- VIF (Value of Inforce) is the future profit from all policy that insurance company has.

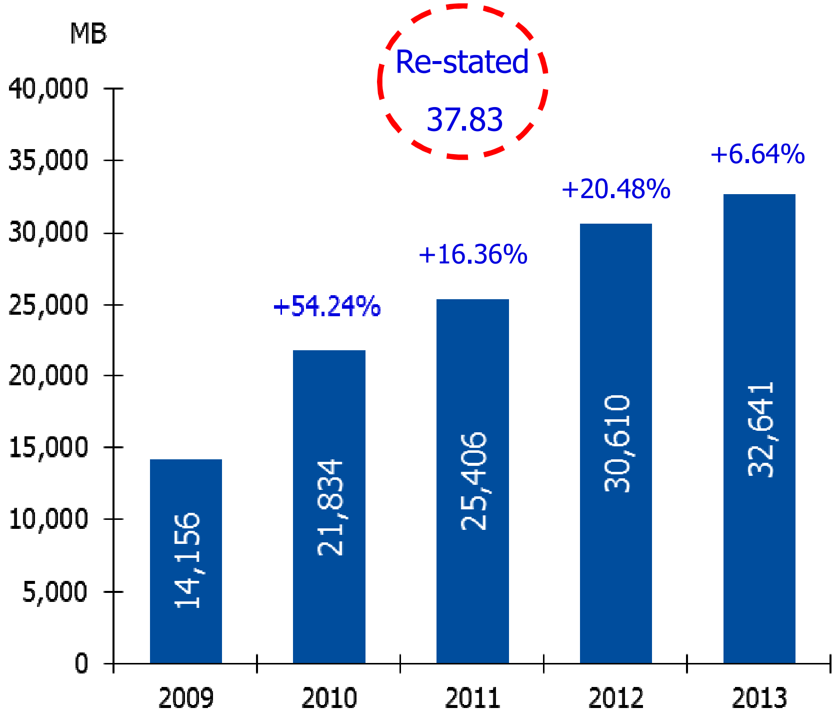
VNB

VNB (Value of New Business) is the profit from product sold in recent period.

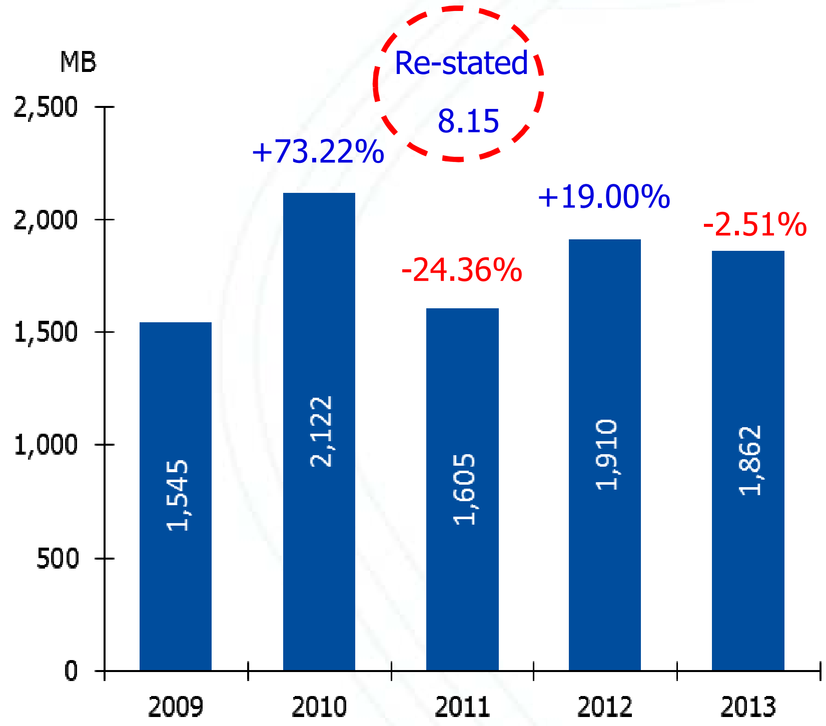
EV expands 130% since 2009 while VNB fluctuate with product mixed

RBC implemented in 2011 lower both EV and VNB, restated figures shows EV +38% and VNB +8%

EV



VNB



FYP Growth (%)	32.29	-9.11	5.91	20.15

บริษัท กรุงเทพประกันชีวิต จำกัด (มหาชน)
BANGKOK LIFE ASSURANCE PUBLIC COMPANY LIMITED

Market Ranking

Jan – Dec 14

Ordinary Premium 2014: Rank #2 for FYP with 99% growth and rank #4 in TP with 35% growth

First Year Premium

Company	MB	Share (%)	% YoY
MTL	30,425	25.03	30.34
BLA	**16,757**	**13.78**	**99.22**
AIA	15,389	12.66	6.95
KTAL	13,565	11.16	30.15
SCBLife	13,250	10.90	27.85
TLI	12,398	10.20	(1.84)
PLT	5,498	4.52	66.25
AZAY	4,398	3.62	(3.38)
FWD	3,246	2.67	27.17
OLIC	2,577	2.12	21.89
Industry	**121,571**	**100.00**	**23.89**

Total Premium

Company	MB	Share (%)	% YoY
AIA	101,132	23.33	5.91
MTL	68,910	15.90	26.00
TLI	58,053	13.39	14.63
BLA	**48,628**	**11.22**	**34.52**
SCBLife	42,202	9.74	16.48
KTAL	41,977	9.68	26.94
AZAY	23,515	5.43	6.70
FWD	12,916	2.98	11.50
PLT	11,966	2.76	60.16
OLIC	7,465	1.72	18.13
Industry	**433,439**	**100.00**	**16.31**

Source: The Thai Life Assurance Association (Incl. Single Premium)

All Type Premium 2014: Rank 4th in FYP with growth 81% and rank 4th in TP with growth 33%

First Year Premium

Company	MB	Share (%)	% YoY
MTL	35,276	20.67	27.75
AIA	26,187	15.35	(2.56)
KTAL	19,476	11.41	33.30
BLA	**19,069**	**11.18**	**81.02**
SCBLife	18,329	10.74	0.53
TLI	14,903	8.73	0.91
PLT	8,850	5.19	47.98
AZAY	6,048	3.54	2.55
FWD	4,376	2.56	12.20
OLIC	4,019	2.36	11.18
Industry	**170,626**	**100.00**	**14.94**

Total Premium

Company	MB	Share (%)	% YoY
AIA	114,783	22.78	3.81
MTL	75,234	14.93	24.87
TLI	63,060	12.52	14.59
BLA	**51,810**	**10.28**	**32.58**
KTAL	48,877	9.70	29.55
SCBLife	48,621	9.65	6.87
AZAY	26,958	5.35	7.44
PLT	15,458	3.07	50.42
OLIC	14,671	2.91	7.49
FWD	14,115	2.80	8.59
Industry	**503,850**	**100.00**	**13.75**

Source: The Thai Life Assurance Association (Incl. Single Premium)

Rank #3 in Bancassurance for both FYP and TP

First Year Premium

Company	MB	Share (%)	% YoY
MTL	27,694	27.61	30.10
SCB Life	16,914	16.86	0.94
BLA	**16,699**	**16.65**	**101.06**
KTAL	13,039	13.00	38.71
PLT	8,067	8.04	48.98
TLI	3,932	3.92	(1.03)
FWD	3,365	3.35	17.42
AIA	2,697	2.69	(25.36)
DLA	2,451	2.44	(2.09)
AZAY	2,134	2.13	9.10
Industry	**100,317**	**100.00**	**23.14**

Total Premium

Company	MB	Share (%)	% YoY
MTL	52,927	25.10	29.41
SCB Life	41,969	19.90	6.72
BLA	**36,708**	**17.41**	**48.48**
KTAL	29,021	13.76	34.35
PLT	15,124	7.17	85.94
TLI	9,132	4.33	27.78
FWD	8,177	3.88	21.83
AZAY	7,188	3.41	14.10
AIA	3,806	1.80	(18.73)
DLA	2,451	1.16	(2.00)
Industry	**210,895**	**100.00**	**22.38**

Source: The Thai Life Assurance Association (Incl. Single Premium)

Rank #7 for Agent channel in FYP and rank #6 in TP

First Year Premium

Company	MB	Share (%)	% YoY
AIA	20,244	36.12	2.48
TLI	10,772	19.22	2.10
MTL	6,535	11.66	17.16
KTAL	4,994	8.91	14.17
OLIC	2,575	4.59	(22.66)
SELIC	2,266	4.04	14.56
BLA	**2,105**	**3.76**	**5.49**
AZAY	1,999	3.57	(17.00)
SCB Life	991	1.77	4.34
TMLTH	709	1.26	(0.01)
Industry	**56,039**	**100.00**	**2.39**

Total Premium

Company	MB	Share (%)	% YoY
AIA	105,547	40.59	5.12
TLI	53,202	20.46	12.68
MTL	19,469	7.49	14.06
KTAL	18,268	7.03	20.64
AZAY	14,215	5.47	1.05
BLA	**13,898**	**5.35**	**4.94**
OLIC	12,821	4.93	(2.04)
FWD	5,025	1.93	(5.36)
SCB Life	4,020	1.55	10.14
SELIC	3,947	1.52	(1.06)
Industry	**260,014**	**100.00**	**7.50**

Source: The Thai Life Assurance Association (Incl. Single Premium)

Rank #7 in Credit Life (SP) with 6% market share

2014

Company	MB	Share (%)	%YoY	%FYP
SCBLife	4,907	15.30	(33.83)	26.77
KTAL	4,527	14.12	32.61	23.24
AIA	4,241	13.22	(28.71)	16.19
MTL	4,171	13.01	12.58	11.82
PLT	3,120	9.73	19.29	35.26
DLA	2,568	8.01	1.96	81.92
BLA	**1,996**	**6.22**	**8.84**	**10.47**
TLI	1,769	5.51	15.58	11.87
SELIC	1,744	5.44	16.31	65.93
TCLife	1,165	3.63	25.53	32.40
Industry	**32,068**	**100.00**	**7.01**	**18.79**

2013

Company	MB	Share (%)	%YoY	%FYP
SCBLife	7,417	21.51	15.26	40.68
AIA	5,948	17.25	36.34	22.13
MTL	3,705	10.74	(1.24)	13.42
KTAL	3,413	9.90	35.64	23.36
PLT	2,616	7.59	324.75	43.74
DLA	2,519	7.30	225	74.74
BLA	**1,834**	**5.32**	**29.19**	**17.41**
TLI	1,530	4.44	12.69	10.36
SEIC	1,500	4.35	32.64	72.43
FWD	1,284	3.72	323.92	32.92
Industry	**34,486**	**100.00**	**29.78**	**23.28**

Source: The Thai Life Assurance Association