



Gắn bó dài lâu.



Overview of Dai-ichi Life Vietnam (DLVN)

General Director, Tran Dinh Quan

13th September 2016



I . Vietnamese Market

II . About DLVN

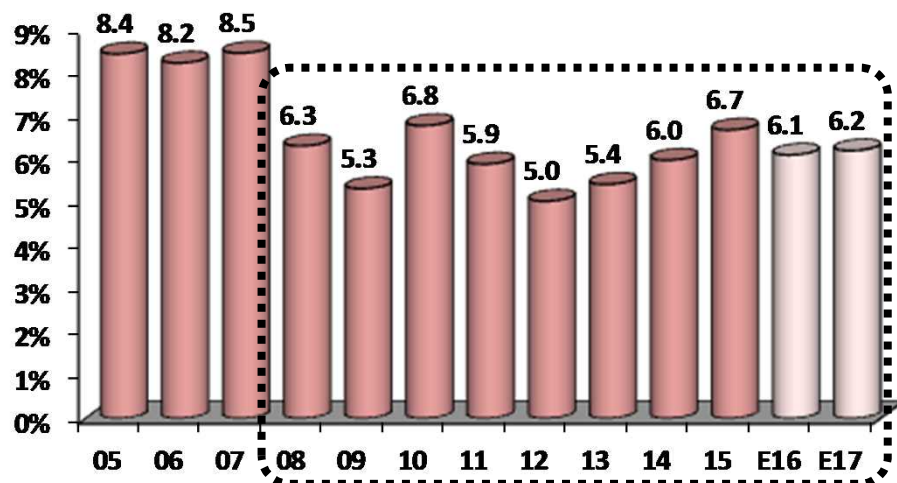
III . DLVN – *Management Philosophy*

I . Vietnamese Market

(1) Vietnam Macro Economy

- ❑ GDP stays at 5-6% level. Economic outlook has improved, although it is indispensable for Vietnam to implement the structural reforms to accelerate its economic growth.
- ❑ Inflation is coming back due to the oil price rebound, while its level is still lower than the government forecast (3%).

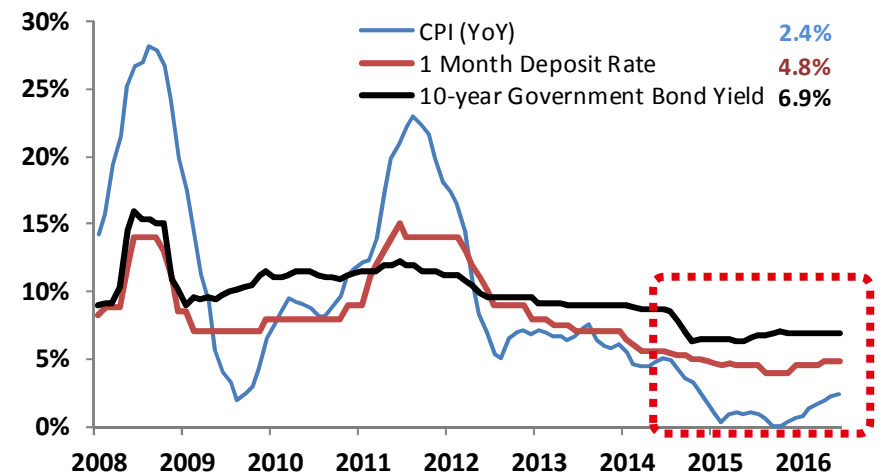
GDP Growth Rate



- Progress of TPP and deregulation will certainly facilitate the economic growth and FDI
- Structural reform priorities are privatization, banking sector restructuring, etc

❑ Life insurance market is expected to grow further thanks to the middle class expansion

CPI / Interest Rates



(Source: General Statistics Office of Vietnam, Bloomberg, DLVN)

- 10-year government bond yield sharply dropped from 9% to 6% level in 2014, and then the yield stays at around 7%

❑ Steady stream of FDI contributes financial market stability in Vietnam

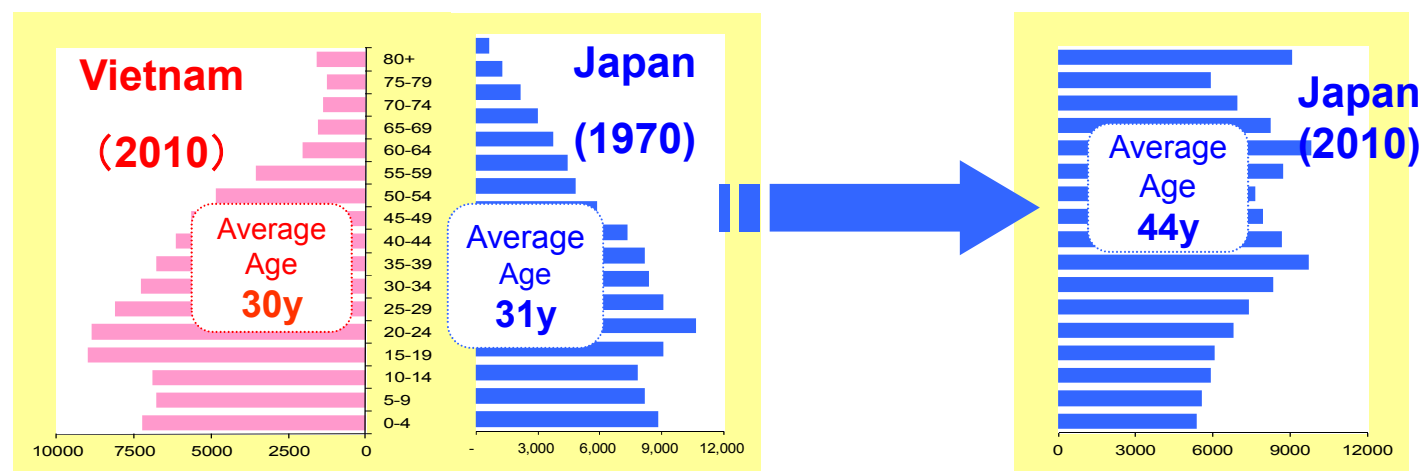
(2) Life Insurance Market – Growth Potential

Gắn bó dài lâu.

- Although market size (Premium Income) is still small, continuous growth can be expected based on population size & penetration level.

(2014)	Premium Income	Population	Penetration	Premium Income /GDP
Japan	371,588mil USD	127mil	90%+	8.4%
Thailand	13,297mil USD	68mil	N/A	3.6%
India	55,299mil USD	1,295mil	N/A	2.6%
Indonesia	10,159mil USD	254mil	5.8%	1.1%
Vietnam	984mil USD	92mil	6.2%	0.7%

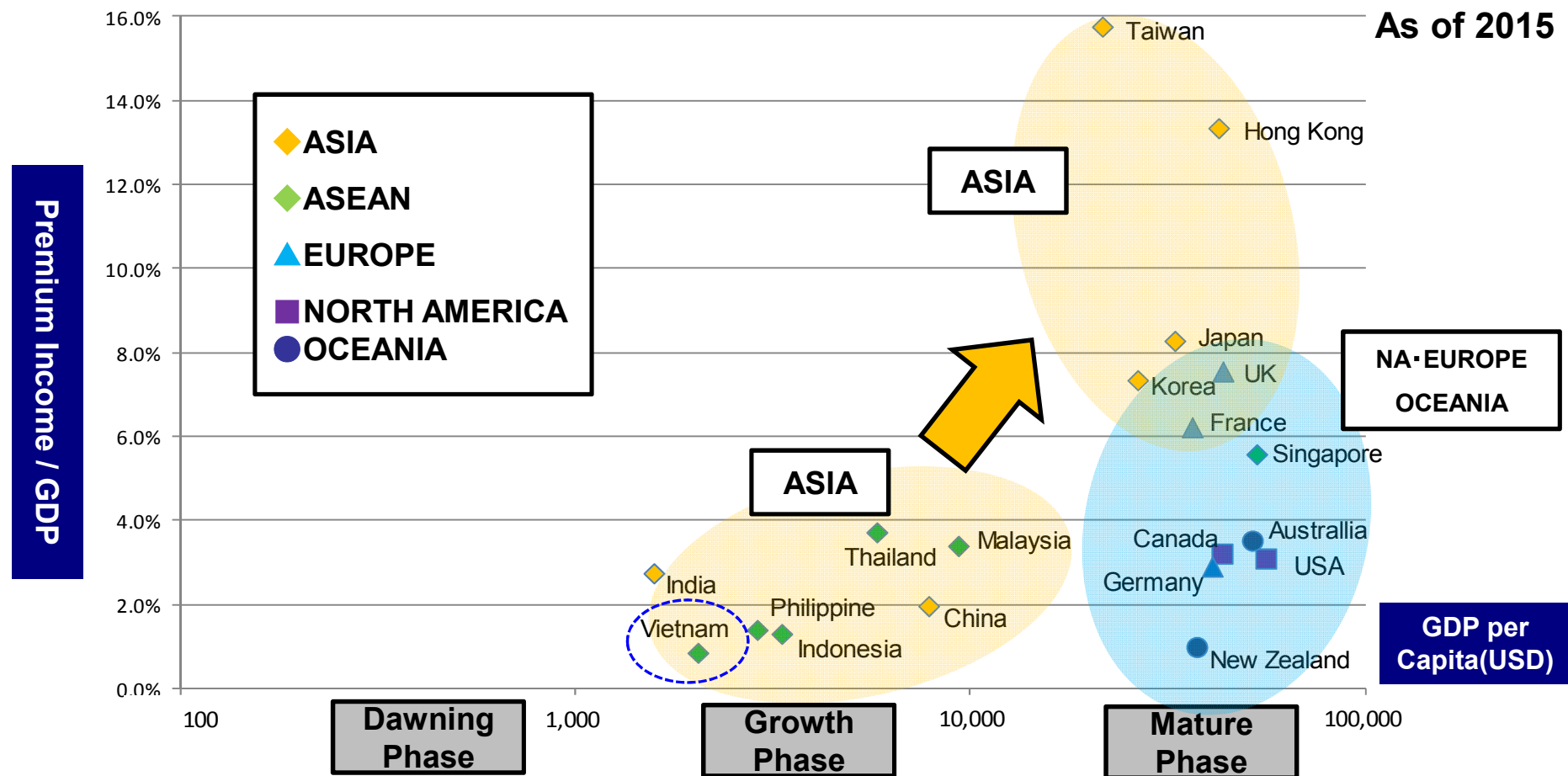
Population Pyramid



(3) Life insurance market situation with other countries

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❑ Although Premium Income/GDP of Vietnam Insurance Market is low score, Vietnam Insurance Market has a high potential for development with growth of their Economics and Importance of Life Insurance.



(4) Life Insurance Market – History & Our Position

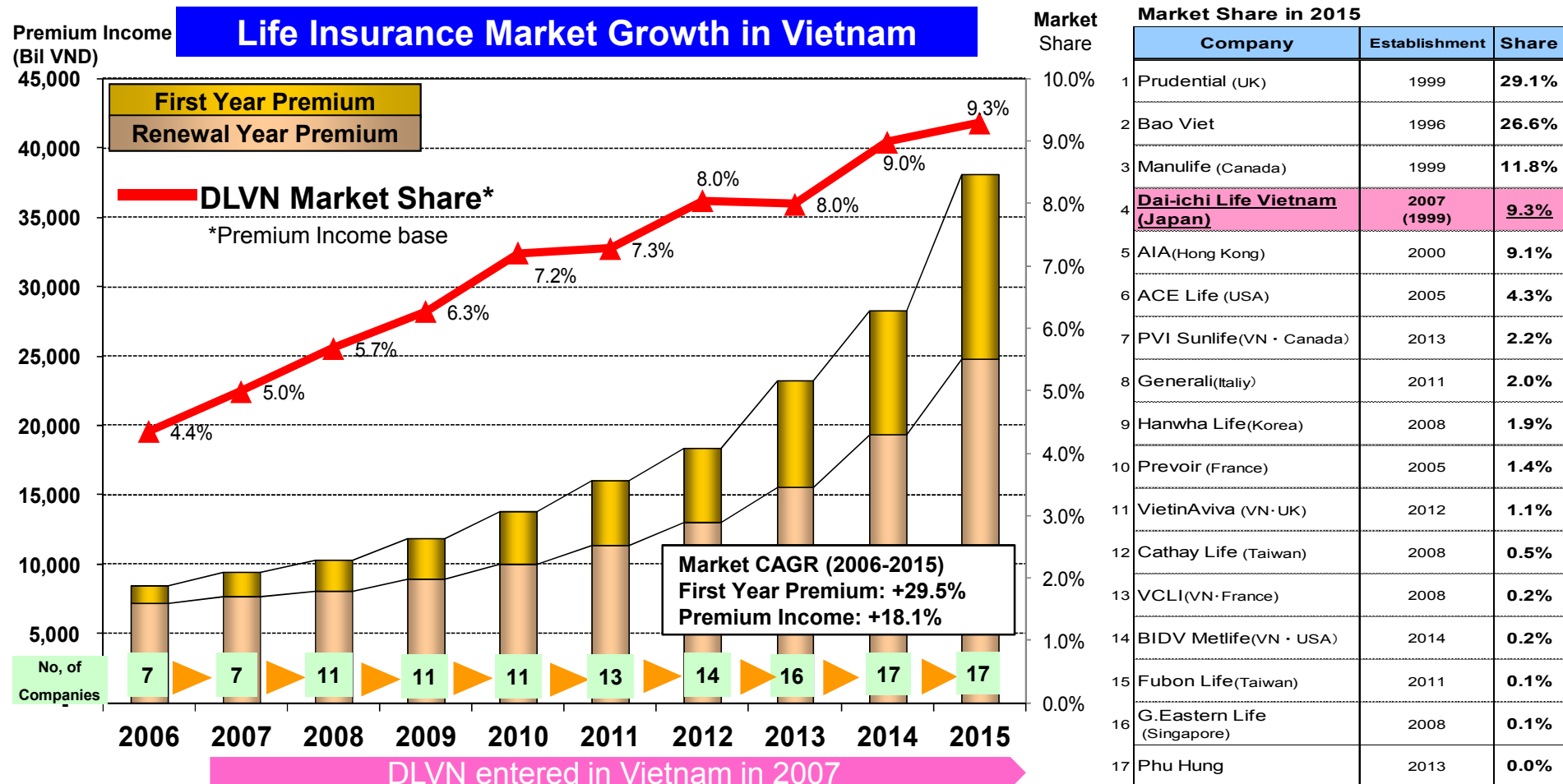
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1996 : State-owned life insurer “Bao Viet” commenced the business.

1999 ~ : Opened to foreign insurers.

In 2015, 17 life insurers (2 domestic + 15 foreign insurers).

New & competitive market. Initially developed by Western life insurers.



(5) Life Insurance Market – Distribution Channels & Products

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- ❑ Mainly through Agency channel is selling saving/investment-oriented products.
- ❑ Alternative Channel (e.g. Bancassurance) has been growing rapidly.

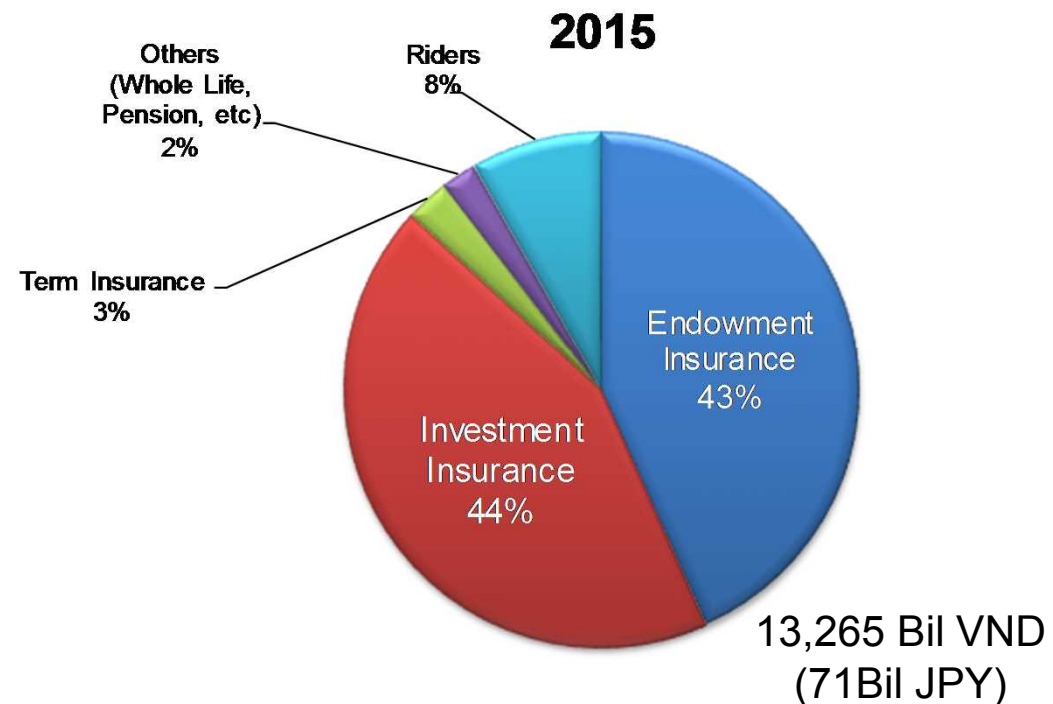
Distribution Channels

Agency Channel
94%
(estimation)

* Bancassurance sales = around 6%

- ✓ **Tied Agency** is a main distribution channel
- ✓ **Bancassurance** channel is now rapidly developing in Vietnam

Products



* 2015 New Business (First Year Premium) base

* 1 JPY = 185 VND (1 VND = 0.0054 JPY)

(Source: Association of Vietnamese Insurers)

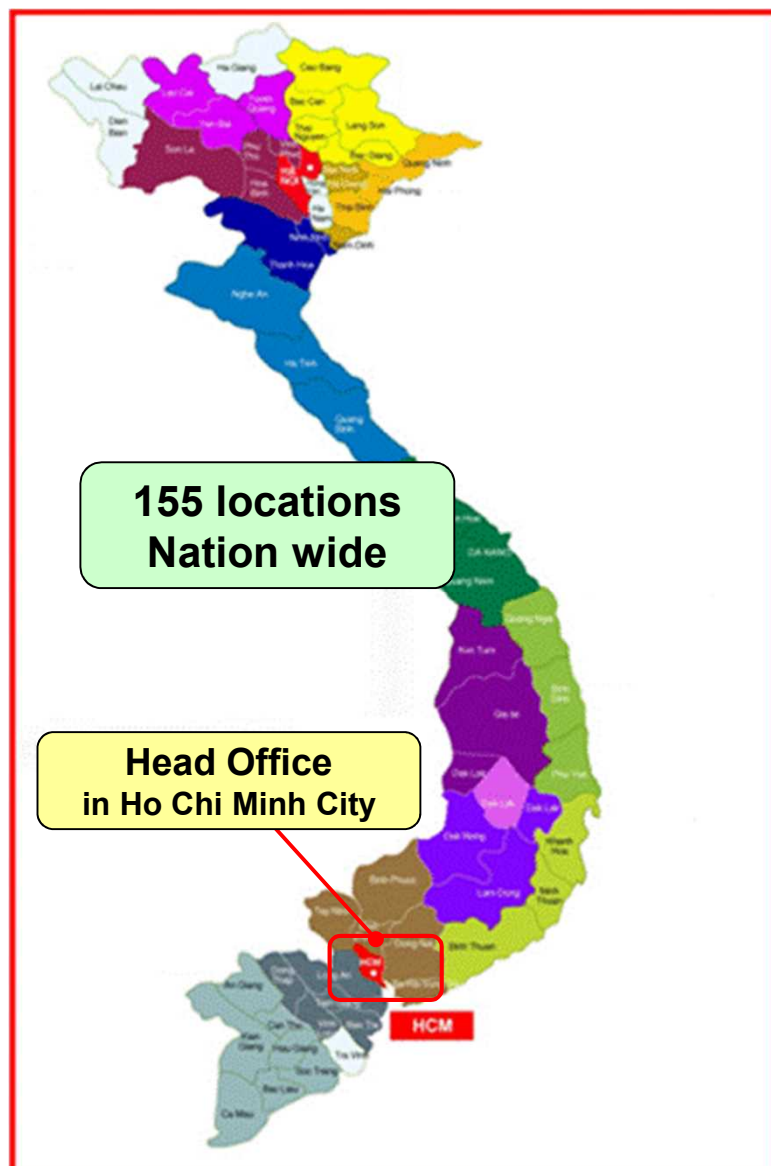
II. About DLVN

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(1) Overview of DLVN

DAI-ICHI LIFE

Gắn bó dài lâu.



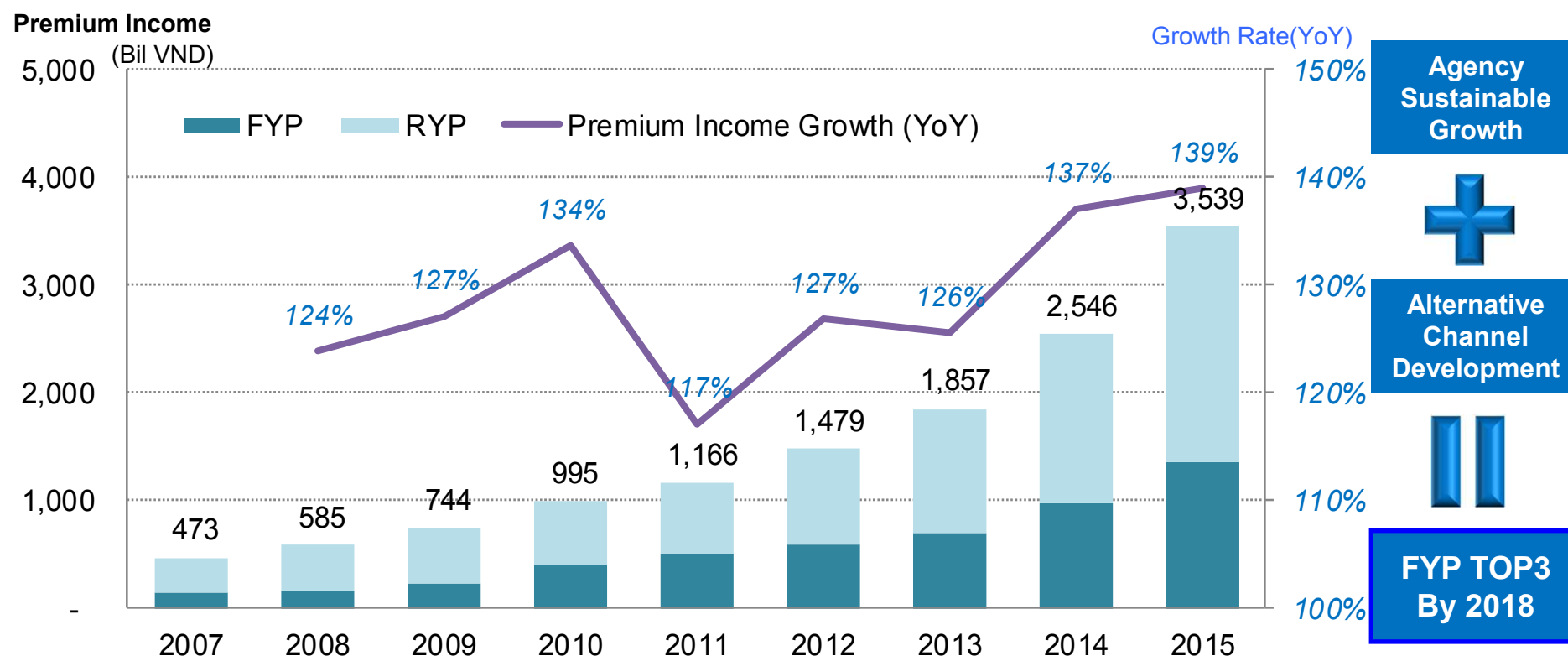
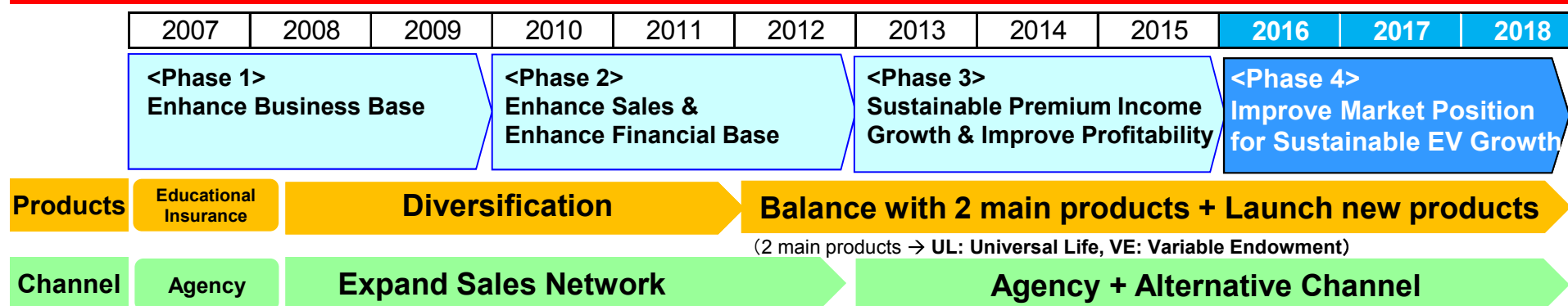
Acquisition	18 th January, 2007
Head Office	Ho Chi Minh City, Vietnam
Chairman	Mr. Takashi Fujii
General Director	Mr. Tran Dinh Quan
Number of Employees (*)	739
Number of Agencies(*)	About 50,000
Number of Sales Offices (*)	155 <small>End-July 2016, 170 sales offices.</small>
Charter Capital (*)	1,141bil VND (6.1bil JPY) <small>End-July 2016, 1,767bil VND (9.5bil JPY)</small>
Assets (*)	7,652bil VND (41.3bil JPY)
Premium Income(*)	3,539bil VND (19.1bil JPY)
Number of Policies in Force (*)	About 380,000
Profit after Tax(*)	102bil VND (550mil JPY)
Solvency (*)	231% <small>*Regulation requirement : ≥100%</small>

II. About DLVN

(2) DLVN Strategy

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(3) Sales Channels – Agency Channel

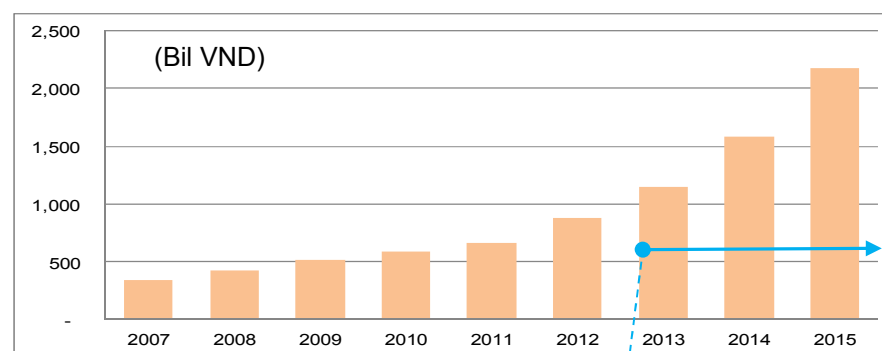
□ Agency Channel is the current Main Engine of DLVN topline growth.

New Business

factors	2010	2015	Growth
Active FCs* (month/Avg)	2,243	4,491	200%
Policies In-force	177,845	366,999	206%
Sales Offices	55	153	278%

*Active FCs : FCs(Financial Consultant) who sell more than 1 Insurance policy within 1 month.

Renewal Year Premium



Introduced Customer Loyalty Program from 2013 (Includes additional Points for customers' voluntarily renewal premium payment.)

Sales Method

❖ Customer Seminar

Organize Seminar regularly to let customers understand well about risks of life, family money management, and necessity of life insurance product.



❖ Dai-ichi Financial Advisory Center in HCM & Ha Noi

Enhance Individual sales, and increase MDRT* qualifiers.

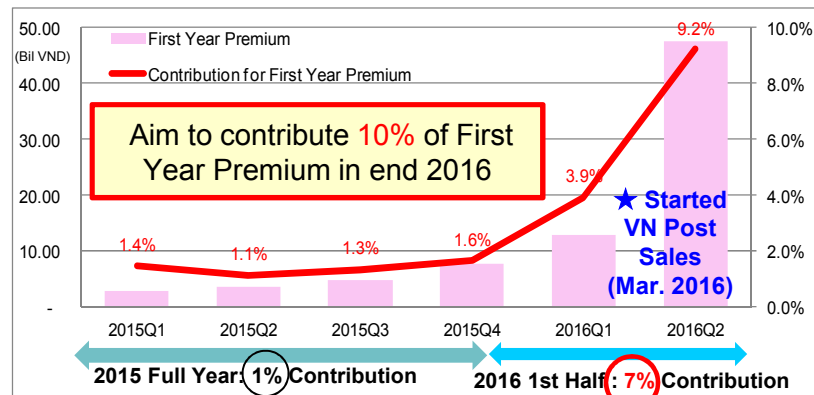
*MDRT: Million Dollar Round Table



(3) Sales Channels – Alternative Distribution

- Developing Alternative Channel via collaboration with several banks, VN Post & other distributions.

New Business



Current Partners

<Bancassurance>

Exclusive

HD Bank



Non Exclusive

ACB



OCB



VP Bank



Sacombank



<Others Distribution>

Exclusive

VN Post



Mocap



Others

Corporate Agents,
Brokers, etc

- Japan Post Insurance(Kampo), Dai-ichi Life Japan, and Vietnam Post have signed the memorandum with regard to their trilateral collaboration in providing life insurance services in Vietnam on 19th April 2016.
- Kampo life will share to DLVN and VN Post their **Know-how of Life Insurances sales through the Post distribution.**
- Already had several meetings among Dai-ichi Life, Kampo, and DLVN about cooperation in Vietnam.

MOU Signing Ceremony



III. DLVN – Management Philosophy

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Gắn bó dài lâu.

(1) Our Management Philosophy

❑ Through the long term commitment from Dai-ichi Life Japan, DLVN has achieved higher growth than the market average.

一生涯のパートナー

第一生命

Dai-ichi Life Japan



❖ Same Corporate Mission

一生涯のパートナー

By your side, for life



“ Gắn bó dài lâu ”
(= Lifetime Partner)

❖ Long-term Commitment

- Committed local management team
(only two CEOs since the foundation of 2007)
- Strong capital supports for the above market growth

❖ Group synergy

- Respecting each other, Learning from each other, Growing together

(e.g.) Providing DLVN agency business experiences to other DL group companies to generate value creation synergies



Gắn bó dài lâu.

Dai-ichi Life Vietnam



(2) Our CSR Activities

- ❑ DLVN has been committed to various CSR activities to make contributions to Vietnamese society.
- ❑ DLVN will establish a CSR Foundation for long-term and well-planned CSR activities throughout the country.



Donation Ceremony for Eye operations (2016)

DLVN has contributed to Donation for Eye Operation since 2008 with Dai-ichi Life Japan.



Million bricks for a happy life (2015)

Through this Activity, DLVN received 2015 Asia Insurance Industry Award in Singapore.



Donation to Kumamoto (2016)

DLVN employees and Agencies voluntarily contributed to Kumamoto.

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Received “Prime Minister Award”

Since established, DLVN have conducted CSR activities, and spending a total of **more than 15 billion Vietnamese dong (as of 30/06/2016)**.

DLVN received the “Prime Minister Award” in 2014, because these activities was esteemed to have contributed to the growth of Vietnam.



Prime Minister Award

THANK YOU