

Why Partner with Samsung Life Insurance Company

- **Market leader in the provision of group life insurance and corporation pensions** – Samsung has grown to become the largest and most successful life insurance company in Korea. In 2022, it was the largest domestic insurer in Korea by total assets and the leading insurance company with gross written premiums amounting to about KRW 28.7 trillion.¹
- **Financial stability** - As of July 2023, Samsung Life Insurance had a market cap of \$9.67 billion. This makes Samsung Life the world's 1,592th most valuable company by market cap. Market capitalization, commonly called market cap, is used to measure how much a company is worth².
- **Reliable and quality services** - Samsung was the first insurance company in Korea to receive ISO 9001 and 9002 certifications based on the quality and reliability of its services. Samsung Life is also a leader in the use of e-Business infrastructure to enhance customer service. Samsung Life holds a ISO/IEC 20000 certification from the British Standards Institution based on its IT services.
- **Quality communication** - Samsung offers qualitative and efficient communication with HQ and local office at the plan level and with employees at the participant level. Through a systematic Customer Relationship Management System (CRM), Samsung strives to provide the best products and services that satisfy their customers.
- **Asset management** – Samsung combines the knowledge and experience of its investment/risk professionals with flexible investment platform and products.
- **Client satisfaction management** – Samsung introduced a one-stop hospital service, opened an integrated call center, and conducted an extensive BPR (Business Process Re-engineering) and quality / service evaluation.
- **Brand value** – In 2023, the Samsung Life brand was named as one of the ten strongest insurance brands in the world by Brand Finance, the world's leading brand evaluation consultancy.³

Samsung Life Insurance Company: Facts & Figures

- IGP Network Partner since: 1980
- Financial Ratings:
 - National Information & Credit Evaluation: AAA



More Information

Mr. Kevin Changkeun Jeon
 Samsung Life Insurance Company, Ltd.
 27th Fl, Seocho-Daero 74-Gil 4
 Seocho-gu
 Seoul 06620
 Korea
 T +82 2 2259 7698
 E Changkeun.jeon@samsung.com
 W www.samsunglife.com



¹ South Korea: largest life insurers by gross <https://www.statista.com/statistics/408925/leading-life-insurance-companies-south-korea/> premiums 2022 | Statista

² <https://companiesmarketcap.com/samsung-life-insurance/marketcap/>

³ <https://brandirectory.com/brands/samsung-life-insurance/>





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