

AWARDS AND ACCOLADES



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1. CA SRI LANKA

- **Overall Excellence in Corporate Reporting** - Bronze Award
- **Digitally Transformative Reporting** - Gold Award
- **Corporate Governance Disclosure Financial Services** - Bronze Award
- **Integrated Reporting** - Bronze Award
- **Insurance Sector** - Gold Award

2. CMA

- **Overall Excellence in Integrated Reporting** - Silver Award
- **Ranked amongst the top 5 excellent integrated reports in Sri Lanka**
- **Special award for best disclosure on capitals**
- **Special award for best disclosure on strategic focus**
- **Insurance Sector** - Gold Award

3. EFFIE

- **Crisis responses / critical pivot** - Bronze
- **Disease awareness and education advocacy** - Silver
- **Media idea**
- **Insurance**
- **Seasonal marketing**

4. EMERGING ASIA INSURANCE AWARDS 2024

- **Best customer oriented company** - Sri Lanka - Runner UP
- **Best health insurance coverage** - Sri Lanka - Winner
- **Best strategies for insurance spreading** - Sri Lanka - Winner
- **Best innovation led by Technology and Insuretec's** - Sri Lanka - Winner

5. SLIM

- **'Grand Prix' award**
- **Best Use of AI Technologies** - Gold
- **Cross Media Integration** - Gold
- **CSR, Purpose-Driven Digital Marketing** - Gold
- **Digital Marketing Campaign in Insurance** - Silver
- **Cross Media Integration** - Silver
- **Best Use of Digital Creative Content** - Silver
- **Best Digital Marketing Campaign in Insurance** - Bronze

6. SAFA

- **Integrated Reporting** - Bronze
- **Life Insurance Sector** - Silver

7. LMD AWARDS

- **One of the 25 exemplary corporates in Sri Lanka**

OUR HISTORY

1999

Launch of **Softlogic Life Insurance PLC** (Formerly known as Asian Alliance Insurance PLC)

2000

Commencement of **Life Insurance** Business

2011

Acquisition of the Company by the Softlogic Group

2012

DEG and FMO invested for a stake of 19% each

2016

Divestment of **General Insurance business** and **rebranding** of the Company as Softlogic Life

2017

Launch of **Sri Lanka's first video version** of the Annual Report

2019

Softlogic Life positioned as the 4th largest entity in the Life Insurance industry

Softlogic Life made it to the Forbes Asia's "**Best Under A Billion 2019**" list

2020

Ranked **3rd largest** entity in the Life Insurance Industry

USD 30Mn (LKR 5.6Bn) invested towards Softlogic Life's growth by Finnfund, NorFund and Munich Re.

"Leapfrog Investments" increase its investment to 38% stake by taking ownership from DEG.

2021

Launches **"Dollar Saver"** Sri Lanka's first foreign currency insurance solution.

2022

Ranked as the **2nd largest entity** in the Life Insurance Industry

2023

Introduction of **Unit linked product**

2024

LMD awards 2024 - Ranked under 25 Exemplary corporates in Sri Lanka

Highest ever profit after tax Rs 4.5 Bn

Fully compliant with the sustainability **SLFRS S1 & S2**

Launches Sri Lanka's first ever **AI powered annual report analyser**