

YEAR AT A GLANCE

January - A townhall meeting enabled open discussions, allowing employees to raise concerns and engage with management while providing leadership a platform to share the company's direction, fostering transparency and alignment.



March - 4Her inspirational sessions were conducted with Ms. Nilmini Kumari, where she shared her success story, motivating attendees with her journey and experiences.



April - Sales convention to recognize our best performing sales staff



June - Cricket carnival



October - This tremendous achievement underscores Softlogic Life's commitment to fostering innovation and leveraging technology to create meaningful social impact. The Hackathon 2024 allowed employees to team up and bring innovative ideas in line with the company's strategic pillars. Several innovative ideas emerged from this event and have been selected for practical implementation within the company, demonstrating the organization's dedication to continuous improvement and excellence.





November - SLI became the first company in the country to secure a spot among the top five winners in the "Hack for Social Impact" executive challenge at the Microsoft Global competition, showcasing the innovative thinking of our employees.

November - "Neon Beats". The event was conducted at a grand level, bringing together employees to celebrate the success and milestones achieved throughout the year.



December - Launching the Health Score, an AI-powered solution that tracks health metrics, provides a Health Score, alerts users to risks, offers tips and rewards good health, enabling users to manage their well-being effectively.

MOST SIGNIFICANT EVENTS OF THE YEAR



Recognized as one of the 25 exemplary corporates in Sri Lanka by LMD magazine.



Softlogic Life recognized as one of the top 40 business in Sri Lanka by Business today magazine



December - Breaking Barriers and Shattering Records in Insurance Softlogic Life's Alternate Channel Hits 10 Bn

ORGANIZATIONAL STRUCTURE

IMPORTANCE OF ORGANIZATIONAL STRUCTURE IN VALUE CREATION

The Company has a hierarchical structure with a clear identification of business functions. This provides many advantages such as the clear demarcation of departmental-level responsibilities, an absence of complexities in executing command and a structured flow of information. Our open-door policy also combines with the above aspects to create a friendlier culture. All these factors enhance the adaptability of the business model, allowing us to effectively execute business strategies. As a result, our value creation process is greatly enriched by our organisational structure.

