


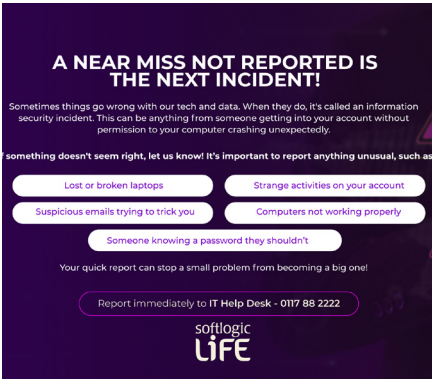






Practices to protect customer data privacy

INFORMATION LIFE CYCLE	OUR PRACTICES	ACTIONS TAKEN
 Ethical Data Collection	Personal health data collected only as necessary and through transparent and ethical means.	Mandatory Data Privacy Training regarding data privacy principles and awareness of regulatory requirements are provided.
 Minimal Data Exposure	Only the minimum necessary information are processed or disclosed to fulfil the intended purpose.	Regular communications are sent to keep employees informed about data security and compliance.
 Employee Responsibility	All employees, advisors are accountable for protecting personal information and adhering to privacy policies.	
 Strict Data Sharing Controls	Internal sharing is allowed only if legally permitted and justified by a legitimate business need. Any exceptions require approval from respective departments.	
 Advanced Security Measures	We maintain a robust information security program.	
 Regulatory Compliance & Incident Response	Softlogic Life has taken all actions to implement with Sri Lanka's Personal Data Protection Act (PDPA) and other relevant laws.	Regular IT Risk Assessments are conducted to evaluate IT systems for vulnerabilities.
 No Unauthorized Data Monetization	Softlogic Life does not sell, rent, or license customer Personal Health Information and other Personal Data unless explicitly authorized by the individual or as allowed by law (SASB HC-MC-230a.1) .	A Budget is allocated annually to strengthen our cybersecurity measures.
		Softlogic Life does not sell, rent, or license customer Personal Health Information unless explicitly authorized by the individual or as allowed by law.

In alignment with our emphasis on innovation and digitalization, SLI continues to address and mitigate risks associated with cyber threats. To date, no complaints have been received regarding breaches of data privacy, including data leaks, theft, or loss of customer information, from customers, regulatory bodies, or stakeholders **(SASB HC-MC-230a.2), (SASB HC-MC-230a.3)**.

2 THE STRATEGIC APPROACH TO ENHANCING CUSTOMER EXPERIENCES

We view our broad product portfolio and diverse market segments as essential elements in our value creation strategy.

2.1 Diverse Product Portfolio

As a leading life insurance provider in Sri Lanka, we cater to

the life insurance needs of both individuals and corporate clients. Our commitment to continuous product enhancement ensures that our offerings evolve in line with customers' changing needs and expectations. Over the past year, we have proactively implemented strategies to promote our products despite prevailing economic challenges.

Product Portfolio

Our core product portfolio encompasses a diverse range of offerings, as illustrated in the figure below. In addition to these core products, we also provide tailored rider covers that are specifically designed to address the unique needs of our customers. These rider covers enhance the flexibility and comprehensiveness of our offerings, allowing customers to personalize their plans according to their preferences. Seamlessly integrated with our base products, these customizable additions ensure a well-rounded and adaptable solution that caters to varying financial and protection requirements.

Product Pricing Strategy

We adopt a prudent underwriting approach that considers relevant mortality and morbidity. Pricing decisions are carefully evaluated based on multiple factors, including an individual's health status, age, and behavioural attributes such as smoking and vaping habits.

Figure 14: Our Product Portfolio



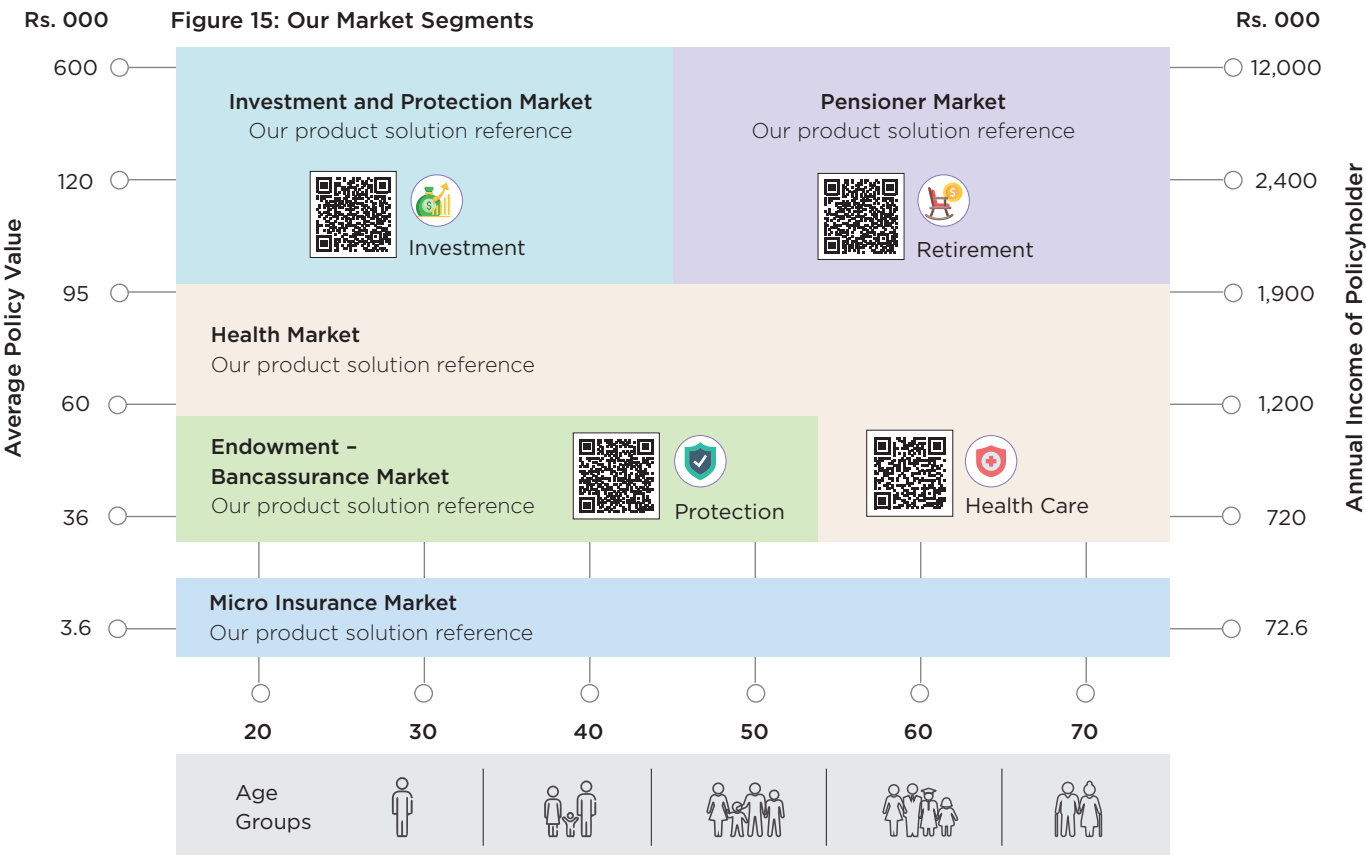
Product Features and Specifications

Product Type	Description
Term Life Insurance	Provides financial protection for a fixed term with a death benefit. Affordable premiums with customizable coverage periods. Ideal for income replacement and financial security.
Whole Life Insurance	Offers lifelong coverage with a guaranteed death benefit and potential cash value accumulation. Can be used for wealth transfer and estate planning.
Endowment Plans	Combines insurance protection with a disciplined savings plan. Pays a lump sum at maturity or to beneficiaries in case of the policyholder's passing.
Investment-Linked Insurance	Links life insurance coverage to investment funds, allowing policyholders to grow their wealth. Offers flexibility to switch funds based on market performance.
Health Insurance	Comprehensive medical coverage including hospitalization, surgery, and outpatient treatments. Offers cashless hospitalization and wellness benefits.
Critical Illness Cover	Provides a lump sum payment upon diagnosis of critical illnesses such as cancer, heart disease, or stroke. Helps cover medical costs and loss of income.
Accidental Death & Disability Cover	Financial protection against accidental death or disability. Includes benefits for permanent or partial disability and additional riders for enhanced coverage.
Child Education Plans	Ensures a child's future education by providing a guaranteed sum at predetermined milestones. Option to continue benefits even in case of policyholder's demise.
Retirement Plans	Provides a steady income during retirement years. Includes annuity options, flexible payout structures, and guaranteed income benefits to secure post-retirement life.

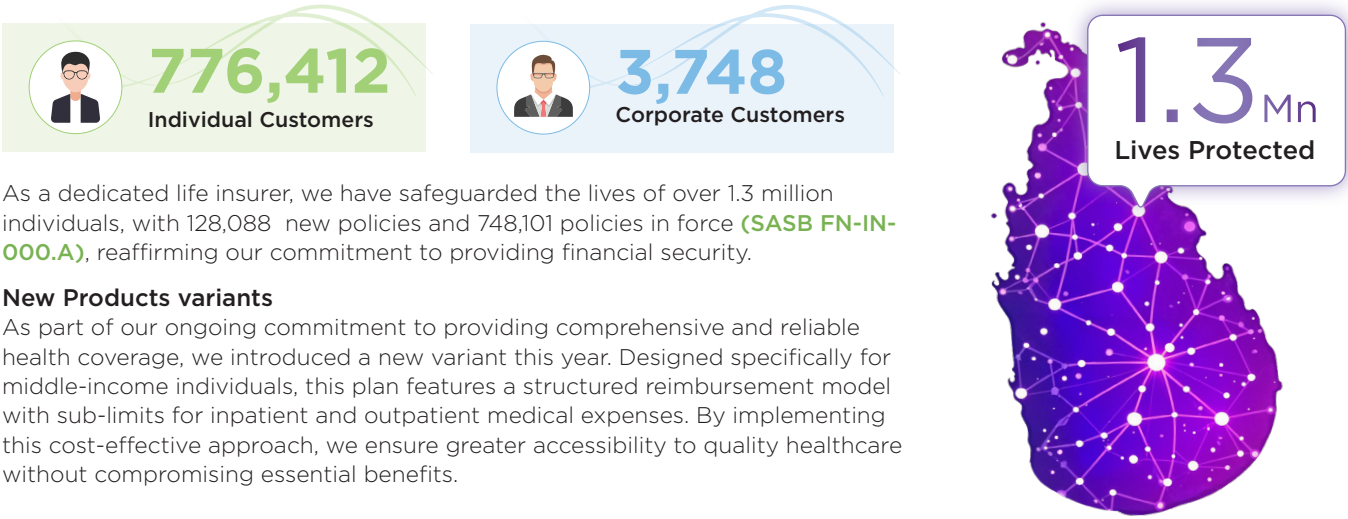
SOCIAL AND RELATIONSHIP CAPITAL >>> CUSTOMER

2.2 Diverse Market Segments

To better cater to the varied needs and preferences of our customers, we have categorized our market segments based on age and income levels. This strategic segmentation enables us to provide tailored solutions that align with the unique requirements of different customer groups. We take pride in serving a wide range of customers across the social spectrum, reinforcing our significance and social impact within the business landscape.



Furthermore, we segment our market based on individual and corporate customers. We offer a wide variety of products tailored to meet the needs of corporate clients in Sri Lanka.



As a dedicated life insurer, we have safeguarded the lives of over 1.3 million individuals, with 128,088 new policies and 748,101 policies in force (SASB FN-IN-000.A), reaffirming our commitment to providing financial security.

New Products variants

As part of our ongoing commitment to providing comprehensive and reliable health coverage, we introduced a new variant this year. Designed specifically for middle-income individuals, this plan features a structured reimbursement model with sub-limits for inpatient and outpatient medical expenses. By implementing this cost-effective approach, we ensure greater accessibility to quality healthcare without compromising essential benefits.

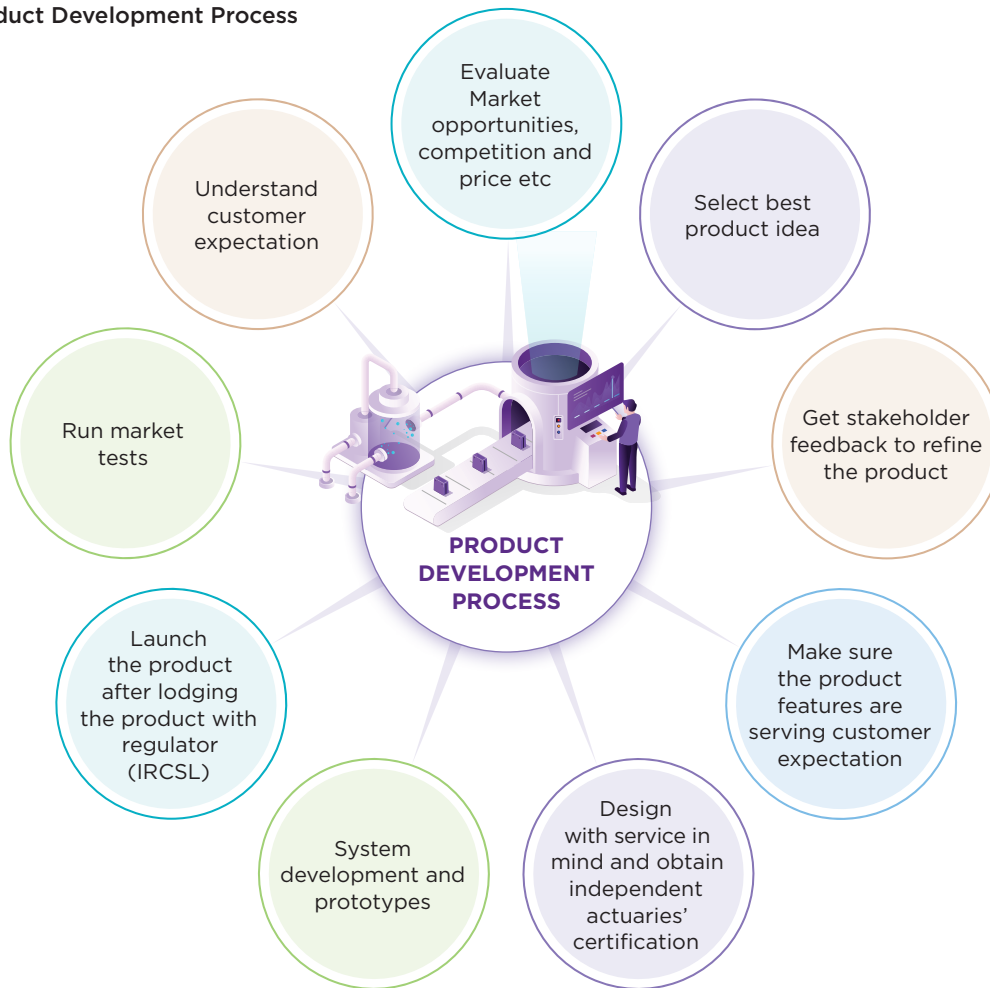
3 CUSTOMER VALUE TRANSFORMATION PROCESS

We define customer value transformation as a multi-stage process. The initial phases focus on building brand awareness, engagement, and conversion, while later stages emphasize nurturing customer loyalty, encouraging repeat purchases, and fostering brand advocacy. By analysing customer behaviour and expectations, we have strategically designed key initiatives to enhance this journey.

3.1 Product Development

To create a unique and customer-centric product, our development approach is structured around fair pricing, competitive benefits, and transparency, while also leveraging market opportunities. This framework ensures that our offerings align with customer needs and industry trends, as illustrated in the diagram below.

Figure 16: Product Development Process



3.2 Product Responsibility

At Softlogic Life, we are committed to fostering responsible customer relationships by emphasizing clear and transparent communication. Our products are developed within a strong regulatory and policy framework, ensuring alignment with both internal standards and external regulations, as outlined in page 135.

Informing Customers on Products

SASB FN-IN-270a.4

SASB HE-MC-240 a.4

Our sales officers undergo comprehensive training to provide clear and detailed explanations of product features, including policy inclusions and exclusions, at the point of sale. They are equipped with brochures and digital tools to enhance customer understanding. Additionally, during the cooling-off cancellation period, our call centre agents proactively inform customers about policy exclusions, ensuring complete transparency.

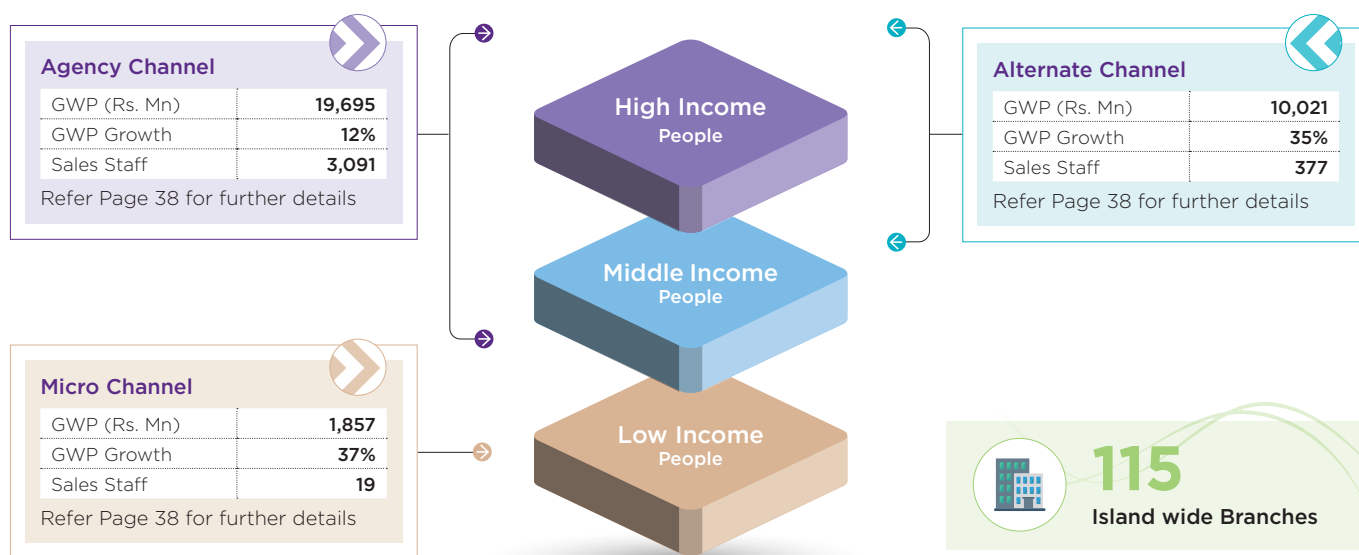
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3.3 Distribution Strategy

We recognize the diverse needs of each target market and customer segment and tailor our distribution channels accordingly. Our approach consists of three key channels: Agency, Micro, and Alternate.

The Agency channel focuses on middle- to upper-class individuals, utilizing a personalized, one-on-one sales approach. The Alternate channel serves corporate clients, offering tailored insurance solutions to businesses. Meanwhile, the Micro channel leverages digital platforms, such as mobile technology, to provide affordable insurance solutions to low-income earners, ensuring broader accessibility.

Figure 17: Our distribution channels and its strength.



Our Branch Network

Our extensive branch network ensures nationwide accessibility, allowing us to better serve our customers across Sri Lanka. With branches in island-wide, we continue to enhance convenience and reach.

Province	No of branches
Central Province	13
Eastern Province	4
North Central Province	5
North Western Province	11
Northern Province	9
Sabaragamuwa Province	6
Southern Province	16
Uva Province	5
Western Province	46
Total	115

3.4 Customer Complaint Management System

At Softlogic Life, we view customer complaint management as a vital aspect of both customer service and business success. To ensure fair and timely resolutions, we have a dedicated Customer Complaint Committee that actively addresses concerns, reinforcing our commitment to delivering on our brand promise. Customers can submit complaints through online platforms, social media, phone, or in person, and we ensure that all complaints are acknowledged within three day.

Please scan this QR code to learn how to file a complaint, understand our process, and access contact details for the highest-level management individual you should contact if you are not satisfied with the resolution of your complain



Figure 18: Customer Complaint Management Process

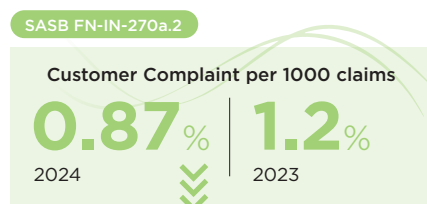
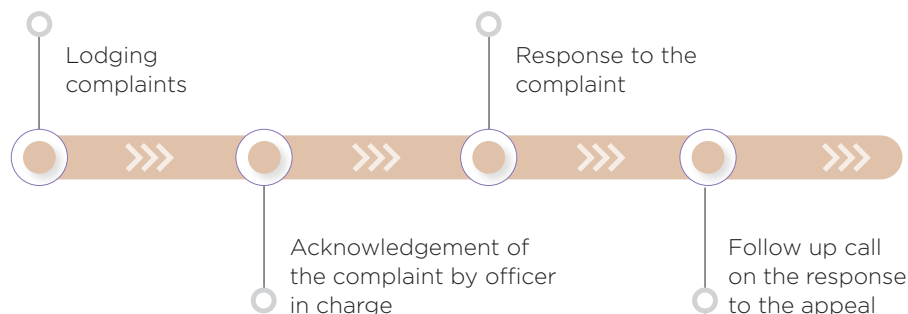


Table 36: Customer Complaints analysis – 2024

Description	Analysis
Total no. of complaints received	301
Total no. of complaints resolved	285
Complains resolution within the company	100%
Advisor Related	128
General Complaints	173

3.5 Customer-Centric Innovation

SASB FN-IN-410b.2

We continuously enhance our processes and systems to improve customer experience at every interaction. Our innovations set new benchmarks in the Sri Lankan life insurance industry, aligning with global standards. Key achievements are outlined on page 18. (Life in context)



EMBARKING THE JOURNEY OF PREVENTIVE HEALTH

As part of our commitment to innovation, we launched the Softlogic Life Health Score, an AI-powered, face-scanning health assessment tool, free of charge for all customers. Using FDA-approved technology with 95%+ accuracy, it provides instant health reports, detecting key indicators like heart health, stress, and metabolic risks. This initiative encourages early detection and proactive wellness, supported by Softlogic Life's health programs. Beyond individual benefits, it enhances customer engagement, corporate health assessments, and preventive health

and wellness programs, reinforcing our mission to redefine digital health and customer experience.



3.6 Brand Promise

Our brand promise revolves around enriching the lives of Sri Lankans by providing world-class life insurance solutions that embody the essence of "You go live life to the fullest. We will take care of the rest." We uphold this commitment across all our initiatives, contributing to the sustained growth of our brand value. Further insights into our brand can be found in the Intellectual Capital section on page 159.

No monetary losses have been recorded as a result of legal proceedings associated with marketing and communication of insurance product-related information to new and returning customers (SASB FN-IN-270a.1).

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4 BEING SUCCESSFUL THROUGH ENDURING RELATIONSHIPS

We evaluate our customer value transformation efforts by measuring improvements in customer loyalty, trust, and financial well-being. These indicators reflect the effectiveness of our internal processes and strategies.

4.1 Customer Loyalty

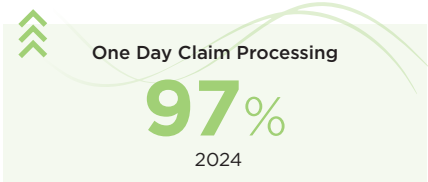
Customer loyalty is a crucial asset for any organization. We take pride in maintaining the highest customer loyalty levels within the industry. Our loyalty is assessed through the Net Promoter Score (NPS), which gauges the likelihood of customers recommending Softlogic Life as their preferred life insurer.



Softlogic Life was recognized at the 5th ICC Emerging Asia Insurance Conclave & Awards - 2024, winning Best Customer-Oriented Company and Best Health Insurance Coverage, reaffirming our commitment to excellence and customer-centric services.

4.2 Customer Trust

We foster customer trust by consistently delivering on our commitments at the time of policy sales. This includes ensuring the prompt settlement of legitimate claims and disbursing policy maturity proceeds precisely on the maturity date, further reinforcing trust. At Softlogic Life, we track multiple Key Performance Indicators (KPIs) to assess our claims processing efficiency, as detailed below. Our industry-leading innovations in claims processing are highlighted on page 157.



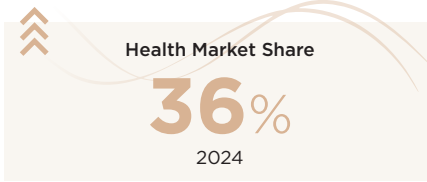
As we navigate the evolving needs of our customers and the industry, we take pride in achieving significant milestones that reflect our market leadership and dedication to creating lasting value.

Highest Health Market Share in the Insurance Sector

Our position as the market leader with highest health market share in the insurance sector is a strong reflection of the trust our customers place in us. With the highest market share, we continue to be the preferred choice for individuals and families seeking financial security.

Recognition Among Sri Lanka's Top 40 Businesses

We have been recognized as one of Sri Lanka's Top 40 businesses by Business Today for the year 2023-2024. In 2024, we rose an impressive 9 spots, reflecting our relentless pursuit of excellence and innovation. This accolade is a testament to the trust our customers place in us.



4.3 Customer Financial Well-being

We understand the significant role we play in improving our customers' financial well-being. As a life insurance provider, our mission extends beyond offering a safety net; we strive to create a positive economic impact for our policyholders. By structuring policies with transparency, maintaining an extensive distribution network, and offering financial security and peace of mind, we ensure accessibility for all. Our commitment to affordable premiums and flexible coverage options aims to reduce financial strain, making life insurance more inclusive and accessible to a wider audience.



The long-term success of Softlogic Life Insurance is a testament to our commitment to creating customer value. Our track record of sustainable performance and strong customer retention, detailed below, highlights the positive impact we have achieved over the years.

4.4 Sustained Growth

Our financial performance over the past decades reflects a steady growth trajectory. In the last five years, we have outpaced several industry leaders in market share, solidifying our position as Sri Lanka's second-largest insurer. For a comprehensive overview of our 10-year financial performance, refer to page 392.

4.5 Customer Retention

Our commitment to enhancing customer experience has enabled us to maintain the highest level of customer retention in the industry.

SASB FN-IN-270a.3



5 RISKS AND CHALLENGES

During the year management of SLI faced many challenges in managing our Customer Capital. The impact and action taken are listed below

Risks	SLI Responses
Rising living costs leading to policy lapses and a decline in new policy sales	Introduced flexible premium payment options
	Offered micro insurance and budget-friendly plans
	Introduced hybrid insurance-investment solutions

6 FUTURE FOCUS

Strategic Focus Area	Short-Term Goals	Medium to Long-Term Goals
Strengthening Digital Engagement	Launch user-friendly mobile and web platforms: We have taken initiatives to launch a mobile app with face scanning facilities to get a health score	We plan to integrate customer health-related Behaviours into our underwriting process.
Strengthening customer relationship	Enhance Self-Service Capabilities via automating processes further	

7 CUSTOMER CAPITAL CONTRIBUTION TO VALUE CREATION (TRADEOFF)

