



ABOUT SOFTLOGIC LIFE

Enduring Strength. Enduring Impact.

Built on layered expertise and reinforced over time and performance, our foundation at Softlogic Life is strengthened through a steadfast commitment to policyholders. Each layer of our journey adds depth to our story that ultimately positions us as an institution designed to create enduring impact.

Dambulla's cave temples, preserved across centuries, reflect Sri Lanka's layered craftsmanship and unwavering dedication to legacy that endures across seasons.

OVERVIEW OF SOFTLOGIC LIFE

Softlogic Life Insurance PLC is a dynamic and rapidly expanding provider of life insurance solutions in Sri Lanka. Our primary mission is to safeguard individuals while elevating their quality of life through the infusion of creativity and disruptive innovation. As the fastest growing life insurer in Sri Lanka, we proudly hold the position of the island's second largest life insurer. Each year, we push the industry forward by setting new standards through our embrace of creative and innovative approaches. Below, our balanced scorecard provides key insights into our organisation's performance.



Rs. 40.1 Bn
Gross Written Premium

2024 - 31.6 Bn
2023 - 26.3 Bn



18.4%
Market Share

2024 - 17.2%
2023 - 17.2%



39.0%
Return on Equity

2024 - 38.2%
2023 - 23.5%



245%
Capital Adequacy Ratio

2024 - 298%
2023 - 367%



Rs. 13.6 Bn
Gross regular claims paid

2024 - 11.1 Bn
2023 - 10.1 Bn



1.5 Mn
No of Lives Covered

2024 - 1.3 Mn
2023 - 1.3 Mn



Rs. 13.0 Bn
Capital Employed

2024 - 12.9 Bn
2023 - 17.5 Bn



Rs. 68.6 Bn
Total Assets

2024 - 53.6 Bn
2023 - 51.3 Bn



5,254
Sales Staff

2024 - 3,487
2023 - 3,214



1,144
Employees

2024 - 944
2023 - 985



67
No of Products
(Including riders)

2024 - 67
2023 - 64



159
Branches

2024 - 115
2023 - 116

OVERVIEW OF SOFTLOGIC LIFE

Vision

To revolutionise insurance in Sri Lanka through world-class innovations and deliver extraordinary stakeholder value.

Mission

We exist to nurture your well-being, so you can enjoy life today.

Values

Caring for you every step of the way as a partner for life.

Never leaving space to compromise on our **Authenticity**.

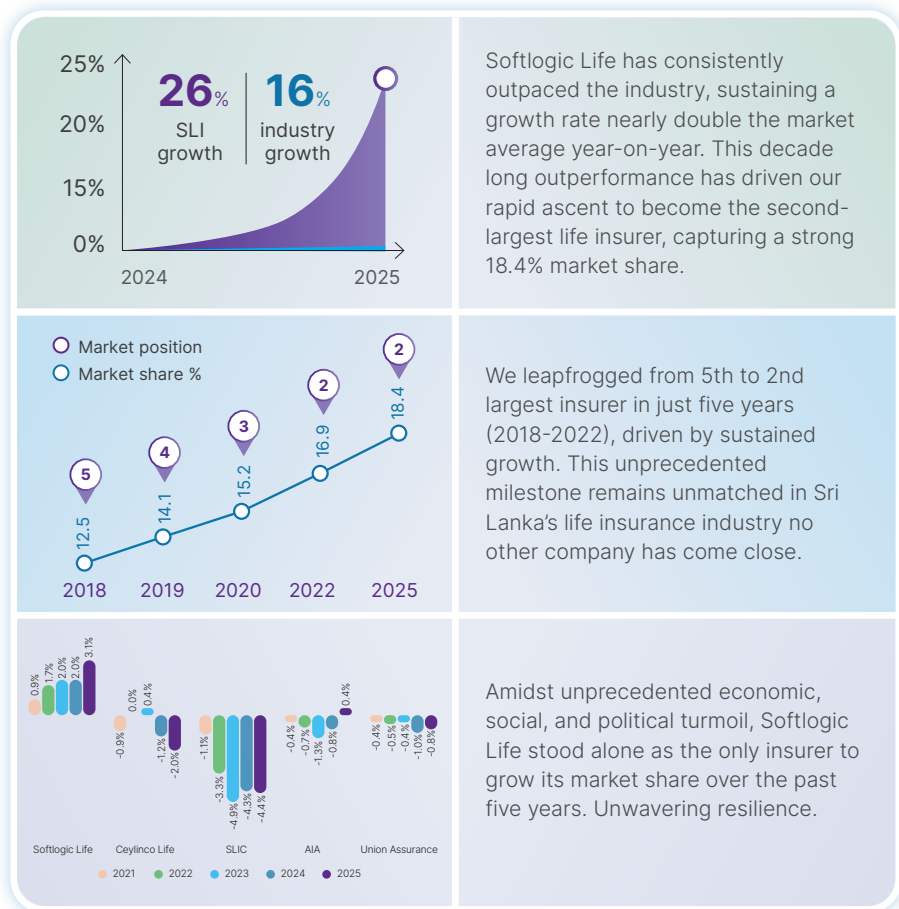
Being **Courageous** to challenge the status quo to give customers the best solution.

Nurturing the spirit of **Innovation** to upgrade customer life styles.

We bring together world-class solutions to **Simplify** the customer's life.

Softlogic Life Insurance PLC (SLI) has cemented its position as a transformative force in Sri Lanka's life insurance sector through a powerful combination of exceptional growth, pioneering innovation, and operational excellence. This success is rooted in our commitment to redefining every aspect of the business, enabled by a streamlined organisational structure, a vibrant corporate culture, and forward thinking leadership.

Over the past decade, SLI has sustained an impressive growth trajectory, rapidly ascending to become the second largest insurer in the nation. Achieving a growth rate consistently double the industry average has been key to this remarkable ascent. Today, we command a 18.4% market share a figure we continue to grow year after year, even amidst a challenging external environment.



Softlogic Life has consistently outpaced the industry, sustaining a growth rate nearly double the market average year-on-year. This decade long outperformance has driven our rapid ascent to become the second-largest life insurer, capturing a strong 18.4% market share.

We leapfrogged from 5th to 2nd largest insurer in just five years (2018-2022), driven by sustained growth. This unprecedented milestone remains unmatched in Sri Lanka's life insurance industry no other company has come close.

Amidst unprecedented economic, social, and political turmoil, Softlogic Life stood alone as the only insurer to grow its market share over the past five years. Unwavering resilience.



REDEFINING PROTECTION: WHERE INNOVATION MEETS SOCIETAL IMPACT

We are moving beyond traditional insurance to create meaningful change. Through cutting edge innovation and purpose driven solutions, we're not just protecting lives we're enhancing them, building a healthier and more resilient Sri Lanka for generations to come.

DALY - A New Parameter for Sustainability Impact Assessment

Throughout the year, the company engaged an independent external consultant to evaluate the impact made on customers. As part of this assessment, Disability Adjusted Life Years (DALY) were calculated.

1 DALY represents one year of healthy life lost due to illness, disability, or premature death.

Outcome of the Study

Through our insurance solutions and comprehensive coverage, SLI has contributed to 5,000 DALYs averted to our customer base. Additionally, Softlogic's efforts have helped reduce the burden on Sri Lanka's public healthcare system by approximately \$15 million.

Softlogic policies averted up to 5,000 DALYs in 2025

Softlogic policies averted up to **5,000 Disability-Adjusted Life Years (DALYS)** in 2025. This represents **c.2.5** days of healthy life gained in one year for the average policyholder compared to the average individual in Sri Lanka. Given value of health to individuals, this has an equivalent economic value of up to **\$58million** in 2025.

All Softlogic policies cover majority of DALYs within Sri Lanka

There is a strong baseline of health protection across Softlogic's offerings. All policy types provide good coverage for the majority of conditions contributing to Sri Lanka's overall DALY burden, with each covering between **76%** to **82%** of the total burden.

Softlogic helps to relieve pressure on the public healthcare system in Sri Lanka

Despite individuals having good access to public healthcare, without Softlogic's policies, there would be additional pressure on the public system equivalent to **304,000** additional public sector interactions and **\$15million** in public expenditure 2025.



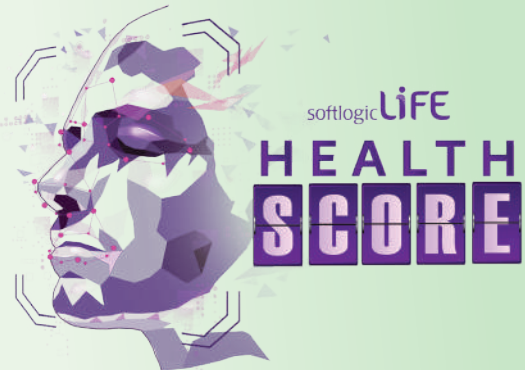
Scan to watch our DALY impact video



HEALTH SCORE

(Path to Preventive Health Solution in Sri Lanka)

Softlogic Life Insurance PLC, a leader in the insurance industry, has introduced a transformative innovation: AI-powered health monitoring with a Face Recognition Health Score. This initiative includes the rollout of advanced technology that generates a Health Score through a simple face scan, offering a new way to manage health while providing rewards for maintaining well-being. By integrating artificial intelligence (AI), facial recognition, and predictive analytics, the 'Health Score' application enables individuals to proactively monitor their health and make informed decisions to prevent potential issues. We aim to integrate this solution into our internal processes to enhance value by assessing customer health risks at the acquisition stage while also expanding its use as a customer engagement platform.



OVERVIEW OF SOFTLOGIC LIFE

PIONEERING IDEAS. UNMATCHED IMPACT.

SLI promotes a culture of innovation by effectively incorporating AI and other advanced technologies to enhance operations, as illustrated in the diagram below.



UNDERWRITING

Traffic light system

Implemented to assess customer risk profile using AI model at the underwriting stage.

Automated policy revival

Building on previous successes, Softlogic Life maintained and enhanced its Automated Revival Process. This customer centric approach allowed policyholders to effortlessly reactivate lapsed policies, promoting a seamless and efficient experience.



CLAIMS

Automated claim assessment "Claimit"

Customer claims verification with the policy conditions is automated using "Machine Learning" technology. This helps us to improve efficiency in processing the claim with a high level of accuracy.

Suspicious Claim Analysis Module

Advanced functions to identify potential fraudulent claims proactively using data mining, analytics, and customised algorithms.



SALES

Health Score

An AI-driven health assessment system introduced to evaluate customer health and implement preventive mechanisms.

Face shifting technology for individual marketing profiles

Short videos featuring field staff to reach customers within the Softlogic Life brand promise.



STAKEHOLDER ENGAGEMENT

AI powered customer feedback analysis

SLI launched a digital platform to gather stakeholder feedback and used AI to organise and summarise input. Customer feedback was also incorporated into operations, involving customers directly.



FINANCIAL REPORTING

AI powered annual report

We changed the Financial reporting landscape with the Sri Lanka's, first ever

- AI powered Annual Report analyser
- Clone report
- Gamification
- Live information



SERVICING

Sentiment analysis

An AI module has been developed to evaluate customer sentiment from calls or emails and prioritise responses accordingly.



PREVENTIVE HEALTH

Health Score

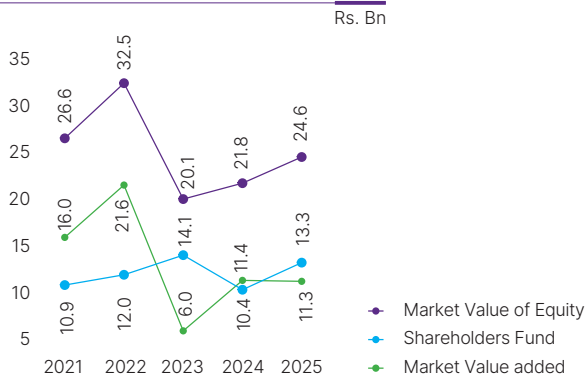
SLI has introduced an AI-powered Health Score using facial recognition and predictive analytics. This solution enables proactive health monitoring, rewards well-being, supports informed decisions, and enhances customer risk assessment and engagement across internal processes.

HOW WE CREATE AND DISTRIBUTE VALUE TO OUR STAKEHOLDERS AND ECONOMY

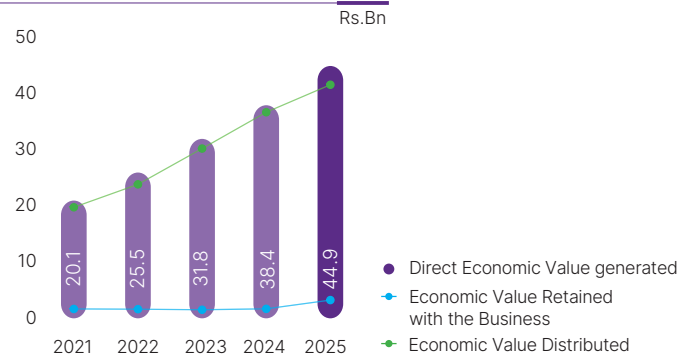
The creation and the distribution of the Economic Value Generated and Distributed (EV G&D) provide the economic profile of Softlogic Life and shows how the Company has created and distributed the wealth to its stakeholders. We are contributing to national economic development while managing the interests of our stakeholders.



MARKET VALUE ADDED

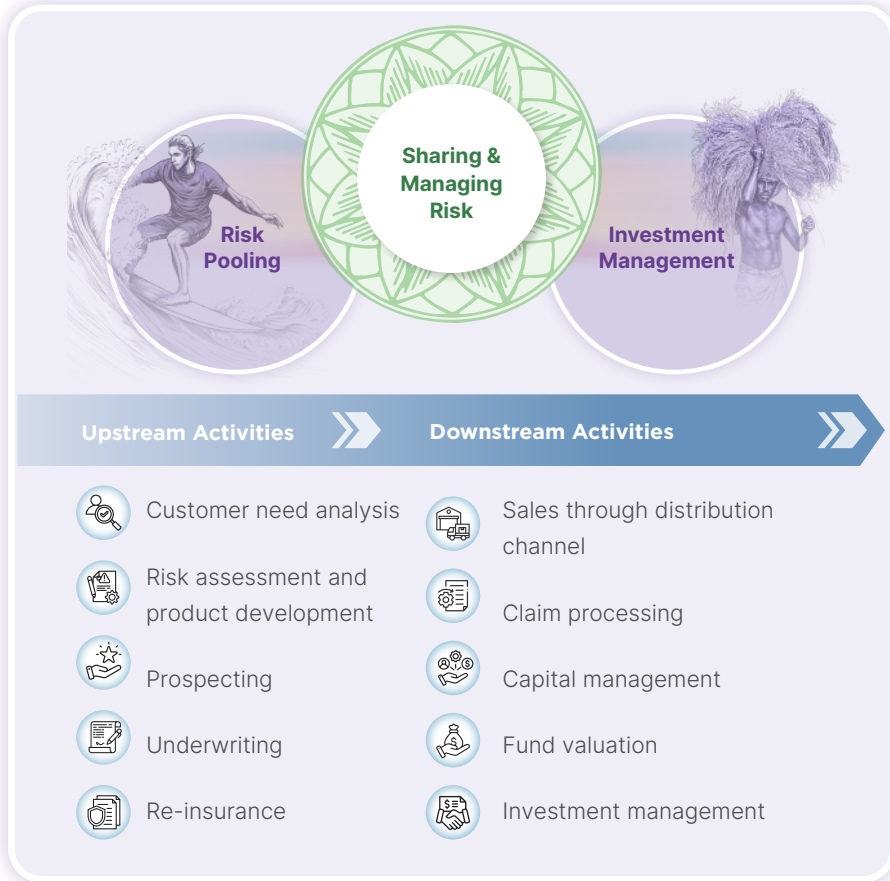


ECONOMIC VALUE ADDED



OVERVIEW OF SOFTLOGIC LIFE

THE CORE OF OUR BUSINESS



At the heart of Softlogic Life's operations lies the fundamental mechanism of Risk Pooling, where we accept customer risks at a carefully determined price and provide financial assistance when unfortunate events occur. This is made possible through the Life Fund a large collective pool to which many policyholders contribute, effectively transferring their individual risks to the Company. This risk

pooling mechanism represents one of our core value creating activities.

Complementing risk pooling is Investment Management, where the accumulated funds are strategically invested to generate returns. These earnings are credited back to customers in the form of bonuses or dividends, ensuring that policyholders receive not only protection but also investment value upon maturity.

Our business is executed through a comprehensive value chain encompassing both upstream and downstream activities:

Upstream Activities begin with customer need analysis to understand insurance requirements and financial capacity. This informs risk assessment and product development, where market needs are analysed, product features designed, and regulatory approvals obtained. IT systems are modified accordingly to support new offerings. Our field teams conduct prospecting through sales interviews to match customers with suitable products, followed by underwriting to assess risk profiles and ensure appropriate pricing. Where policyholder risks exceed the Company's risk appetite, re-insurance arrangements either facultative or treaty are activated with our reinsurance panel.

Downstream Activities commence with sales through diverse distribution channels, including field staff, banks, Dialog's mobile platform, Sri Lanka Postal Department, and insurance brokers. When claims arise, our teams conduct claim processing through rigorous validation against policy criteria, enabling real-time payments. Prudent capital management ensures maintenance of adequate capital as per IRCSL guidelines. The Life Fund undergoes regular fund valuation by our Appointed Actuary, with differences between pricing assumptions and current experience recognised as surplus. Finally, investment management ensures assets are matched to liabilities across short, medium, and long-term horizons, generating adequate yields on the investment fund while maintaining security and stability for policyholders. This integrated model ensures sustainable value creation for all stakeholders.

OWNERSHIP STRUCTURE

