



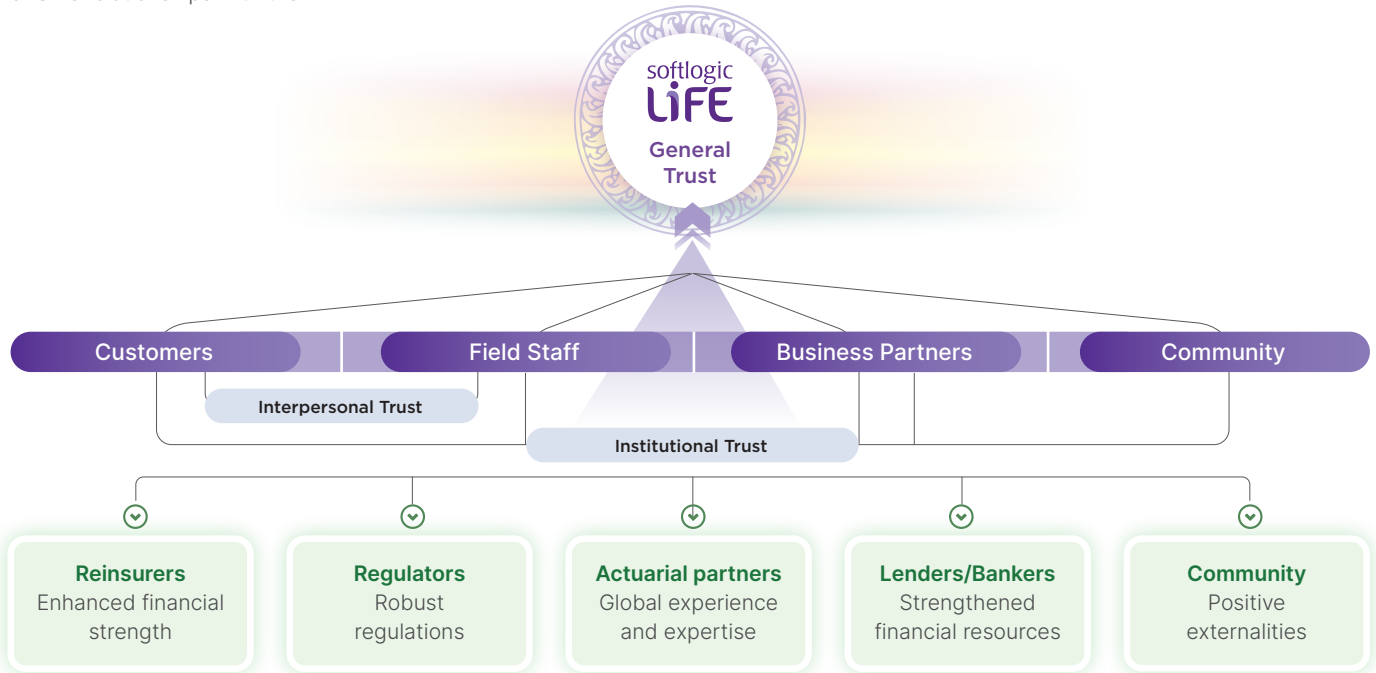
SOCIAL AND RELATIONSHIP CAPITAL

MANAGEMENT APPROACH

Trust is the cornerstone of our business, and we proactively manage our relationships with policyholders, regulators, intermediaries, and the communities we serve. Our approach is rooted in transparent communication, ethical sales practices, and robust customer grievance mechanisms. We engage with our community through targeted CSR initiatives that align with our business purpose. Our performance is assessed through metrics like our customer retention rates, the number of complaints received and resolved in a timely manner, and the impact assessment of our community development programmes

OVERVIEW OF SOCIAL AND RELATIONSHIP CAPITAL

The diagram presents the key stakeholder groups within our Social and Relationship Capital (SRC) framework and highlights the nature of SL's relationships with them.



CUSTOMER

EMPOWERING CUSTOMERS THROUGH PROTECTION, INNOVATION AND TRUST

Throughout our history, we have taken bold and purposeful steps to create lasting impact, shaping progress and raising standards across Sri Lanka's life insurance industry.

VALUE DRIVERS TO STRATEGIC IMPACT



SOCIAL AND RELATIONSHIP CAPITAL » CUSTOMER



Nine Arch Bridge

The Nine Arch Bridge has stood quietly for decades, carrying journeys across valleys and through changing seasons. It does not rush; it simply holds, supports, and connects. Our relationship with customers is much the same. Every promise we make is another arch, carefully built, thoughtfully placed, designed to bear life's weight. Through uncertainty and growth, we remain the steady bridge between today's needs and tomorrow's security, walking every step of the journey together.

Introduced Sri Lanka's first comprehensive health insurance solution, expanding access to meaningful and modern healthcare protection.

Launched Sri Lanka's first Health Score framework, encouraging preventive healthcare and healthier lifestyles among customers.

Implemented Sri Lanka's first one-day claims settlement process, fundamentally shifting customer perception from complex claims to fast and reliable settlements.

1. GOVERNANCE OF CUSTOMER CAPITAL

As a life insurer, product responsibility and customer data privacy are fundamental to our operations. Accordingly, we have established a comprehensive governance framework and robust compliance mechanisms to ensure responsible product practices and the protection of customer data.









IT policies at Softlogic Life ^{LA}

1. Access Control Policy
2. Approved Applications Policy
3. Backup and Restoration Procedure
4. Information Classification Policy
5. IT Security Incident Management Policy
6. Password Policy
7. Third Party Services Policy
8. IT Risk Framework
9. IT Disaster Recovery Plan

This governance framework establishes a clear foundation for implementation, ensuring that approved policies are effectively translated into structured operational practices. The following section outlines how these principles are embedded in day-to-day processes, demonstrating their practical application across the organisation. ^{LA}



Practices to protect customer data privacy (HC-MC-230a.1)

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 IT Policies, data security measures and compliance.
 Employees, contractors, and third-party service providers	All categories are accountable for protecting personal information and adhering to privacy policies.	Regular IT Risk Assessments are conducted to evaluate IT systems for vulnerabilities.
 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.	A Budget is allocated annually to strengthen our cybersecurity measures.
 Advanced Security Measures	We maintain a robust information security program.	Incident Response Team Softlogic Life has a designated group responsible for managing information security incidents including Chief Information Officer, Chief Risk Officer, IT and non-IT Personnel. 
 Regulatory Compliance & Incident Response	Sri Lanka's Personal Data Protection Act (PDPA) and other relevant laws.	
 No Unauthorised Data Monetisation	Softlogic Life does not sell, rent, or license customer Personal Health Information and other Personal Data unless explicitly authorised by the individual or as allowed by law	

1.3 Strengthened Cybersecurity Resilience

SLI continues to identify, assess, and mitigate risks associated with cyber-attacks in line with its digitalisation and innovation strategy.

During the reporting period, there were no substantiated complaints from customers, regulators, or other stakeholders relating to breaches of customer data privacy, including data leaks, theft, or loss of client information. ^{LA} (HC-MC-230a.3)

SOCIAL AND RELATIONSHIP CAPITAL » CUSTOMER

2. THE STRATEGIC APPROACH TO ENHANCING CUSTOMER EXPERIENCES

Enhancing customer experience remains a priority, supported by a diversified product portfolio and targeted market segment coverage, as detailed below.

2.1. Diverse Product Portfolio

As one of Sri Lanka's top providers of life insurance, we serve both individual and corporate clients' needs.

Our dedication to ongoing product improvement guarantees that our products adapt to the shifting demands and expectations of consumers. Despite current economic constraints, we have proactively established initiatives to promote our products throughout the past year.

Product Portfolio

During the year, the Company continued to offer a diversified product portfolio encompassing life protection, savings, health-related solutions, and

retirement-focused offerings, enabling customers to choose products aligned with their needs and affordability. In addition to core life covers, we provide a range of customised rider options designed to enhance flexibility and address specific customer protection requirements. These integrated rider solutions allow customers to tailor their coverage while ensuring comprehensive protection. A key milestone during the year was the successful acquisition and integration of Softlogic Life Insurance Lanka Ltd. (formerly Allianz Life Insurance Lanka Ltd.), which further strengthened and expanded the Company's product portfolio through the inclusion of additional life insurance offerings.

Product Portfolio Composition

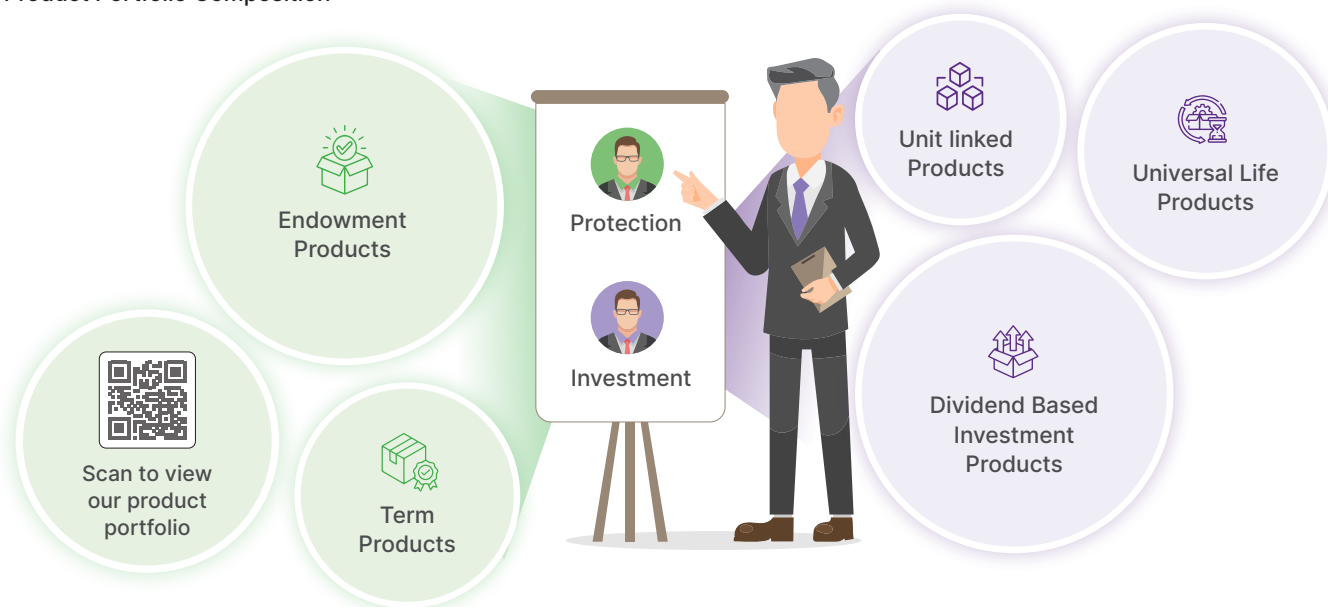
The following section outlines our key product categories, with QR codes provided to access the complete range of products within each category.

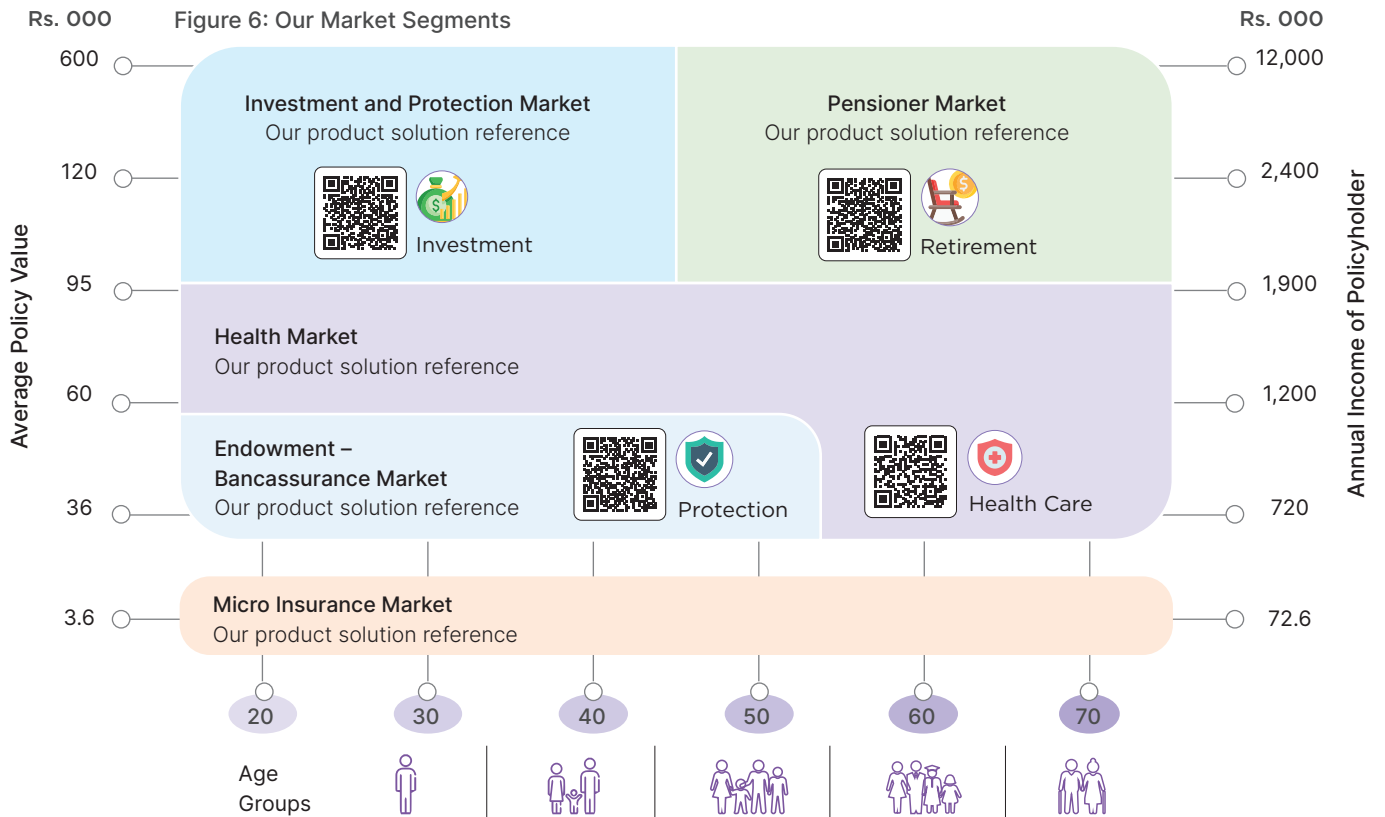
2.2. Diverse Market Segments

o effectively address the diverse needs and preferences of our customers,

we strategically segment the market based on key demographic factors, including age and income levels. This targeted approach enables us to design and deliver tailored solutions that align precisely with the specific requirements and financial goals of each customer group. By understanding the distinct risk profiles, savings objectives, and protection needs across different life stages and income brackets, we enhance the relevance and accessibility of our product portfolio. Serving customers across a broad socio economic spectrum reinforces our commitment to inclusivity and ensures that quality insurance protection is not confined to any single segment. This broad-based market participation strengthens our social impact, deepens customer relationships, and drives sustainable business growth. Ultimately, this segmentation strategy underpins our ability to remain responsive, competitive, and socially responsible within the evolving financial services landscape.

Product Portfolio Composition





2.3 Wider Customer Reach with Strong Protection

Presented below is an overview of our customer reach, growth opportunities, and nationwide coverage.



Rewarding Wellness, Strengthening Protection via Technology
(FN-IN-410b.2), (HC-MC-260a.4)

Health Score App reinforces our commitment to wider customer reach and stronger protection. Through a rewarding framework that incentivises good health practices and promotes preventive health, the app enables customers to actively monitor their personal well-being, deepening engagement and fostering long-term relationships, while supporting new policy growth and strengthening the overall protection we extend to lives covered nationwide.

SOCIAL AND RELATIONSHIP CAPITAL » CUSTOMER

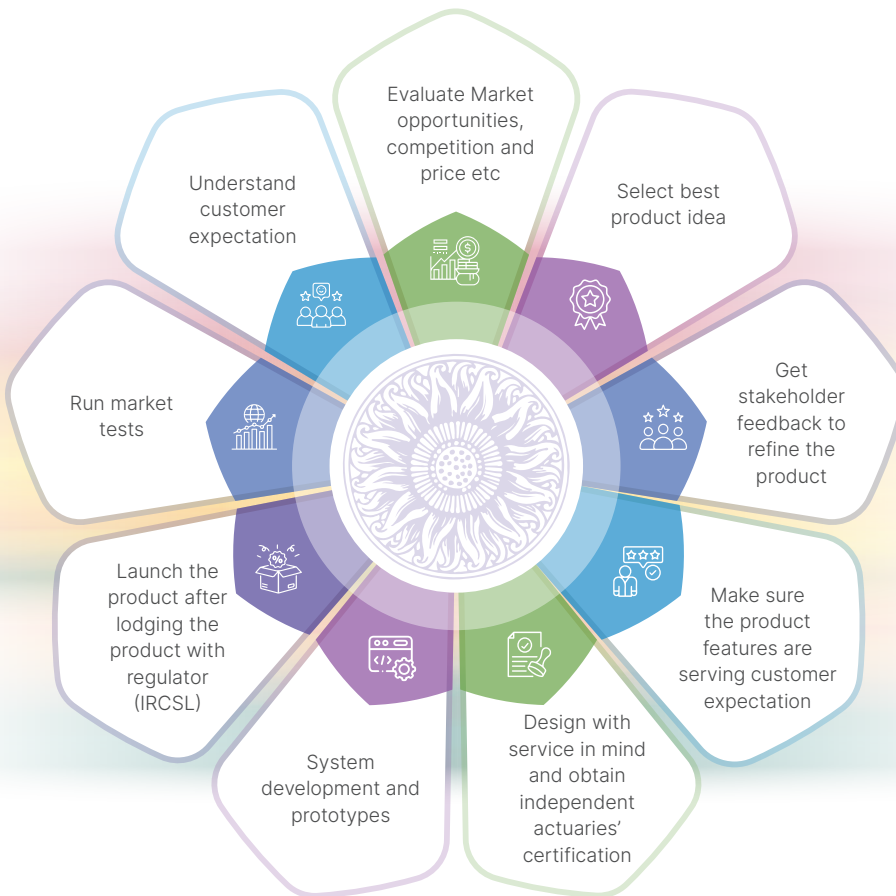
3. CUSTOMER VALUE TRANSFORMATION PROCESS

Customer value transformation is approached as a multi-stage process, spanning awareness, engagement, and conversion, and extending to long-term loyalty and advocacy. This process is supported by targeted product development, distribution capabilities, innovation, and a consistent brand promise that guides customer experiences.

3.1. Product Development

Our development strategy is built around fair pricing, competitive advantages, and transparency while also taking advantage of market opportunities in order to produce a distinctive and customer-focused product. As shown in the picture below, this structure guarantees that our products are in line with consumer demand and market trends.

Product Development Process



We employ a cautious underwriting strategy that takes pertinent morbidity and mortality into account. Pricing selections are carefully considered depending on a variety of parameters, such as an individual's age, health, and behavioural characteristics like vaping and smoking.

3.2. Product Responsibility

At Softlogic Life, we place a strong emphasis on open and honest communication in order to promote responsible client relationships. As stated on page 158, our products are designed within a robust regulatory and policy structure that guarantees compliance with both internal standards and external legislation.

Informing Customers on Products

(FN-IN-270a.4) / (HC-MC-240a.4)

Our sales representatives undergo extensive and structured training to ensure they provide precise, clear, and comprehensive explanations of product features at the point of sale. This includes transparent communication of policy benefits, terms and conditions, inclusions, exclusions, waiting periods, premium obligations, and surrender conditions. The objective is to empower customers to make informed decisions based on a full understanding of the product.

To further enhance customer awareness and accessibility of information, our representatives are equipped with brochures, benefit illustrations, key fact documents, and digital advisory tools that simplify complex insurance concepts. These tools ensure consistency, accuracy, and clarity in product disclosures.

Additionally, during the cooling-off cancellation period, our call centre agents proactively inform customers to read the policy conditions and information outlined in the policy documents such as policy exclusions, ensuring complete transparency.

Further strengthening this approach, our Policyholder Charter clearly outlines the rights and responsibilities of policyholders. It provides guidance on:

- The right to clear, accurate, and timely information prior to and after purchase

- Service standards and expected turnaround times
- Premium payment obligations and policy servicing procedures
- The claims process and required documentation
- Confidentiality and data protection commitments
- Complaint handling procedures and escalation mechanisms

By making the Policyholder Charter publicly accessible, we reinforce our commitment to fair treatment, ethical conduct, and accountability throughout the customer lifecycle.

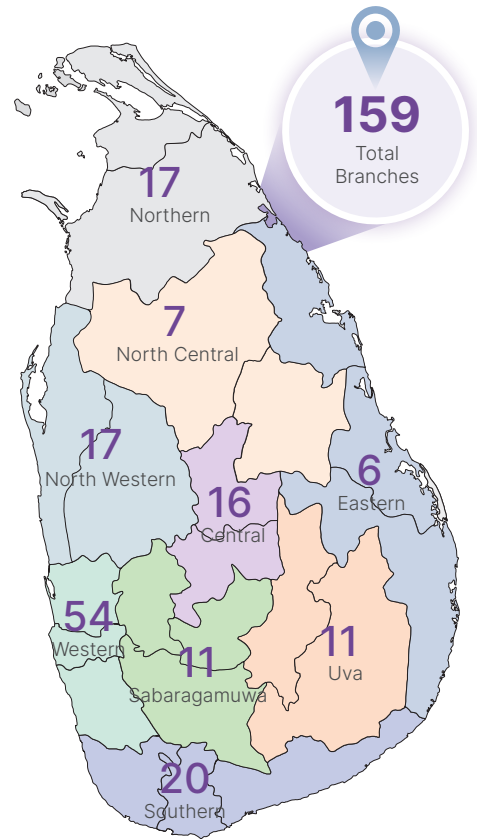
3.3. Distribution Strategy

We tailor our distribution approach to address the distinct characteristics of each target market and customer segment. Our strategy is built around three core channels: Agency, Alternate, and Micro.

The Agency channel delivers personalised, one-on-one advisory services, primarily serving middle- to upper-income customers with tailored protection solutions. The Alternate channel focuses on corporate and institutional clients, providing customised insurance solutions designed to meet specific business requirements. Meanwhile, the Micro channel enhances financial inclusion by leveraging digital platforms, including mobile technology, to offer affordable and accessible insurance products to low-income segments.

Our Branch Network

Our extensive branch network enables us to serve clients across Sri Lanka with comprehensive nationwide accessibility. With a strong presence throughout the country, we continue to enhance convenience, strengthen customer engagement, and expand our reach to better meet evolving client needs.



Policyholder charter QR

Agency Channel

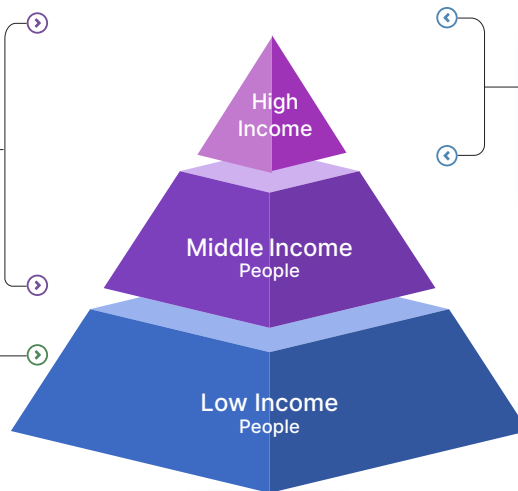
GWP (Rs. Mn)	25,059
GWP Growth	27%
Sales Staff	4,657

Refer Page 15 for further details

Micro Channel

GWP (Rs. Mn)	2,507
GWP Growth	35%
Sales Staff	19

Refer Page 15 for further details



Alternate Channel

GWP (Rs. Mn)	12,509
GWP Growth	25%
Sales Staff	578

Refer Page 15 for further details

Institutional Synergies Driving Nationwide Coverage