

# YEAR AT A GLANCE

## JANUARY

### Employee Townhall meeting

The townhall meeting facilitated open dialogue, providing employees with the opportunity to voice concerns and engage directly with management, while enabling leadership to communicate the company's strategic direction - fostering transparency, alignment, and mutual understanding.



## JANUARY

We kicked off 2025 by shattering records, with our Agency Channel exceeding **Rs. 1 Billion in Annualised New Business Premium (ANBP)** in January alone.



## FEBRUARY

### Cricket carnival

The Agency Premier League served as a vibrant testament to our high-performance culture, where our teams displayed the same 'infinite' passion and energy on the field as they do in business.



## MARCH

### 4her Initiative

As part of the 4Her initiative, inspirational sessions were conducted with Milani Salpitikorala, focusing on the critical intersection between women's legal rights and personal confidence, empowering participants to take ownership of their professional and personal journeys.

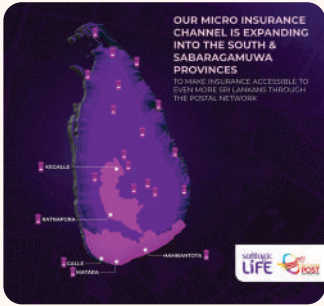


## APRIL

### Sales convention

We recognised the relentless drive of our top scorers, inspiring the entire sales force to aim for infinite possibilities in the race for MDRT 2025.





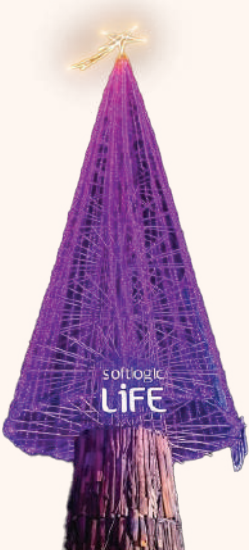
**Micro Insurance**  
The initiative was expanded into the Southern and Sabaragamuwa provinces, leveraging the postal network to connect communities and ensure that insurance is accessible to everyone.



**Investor meeting**  
We represented the insurance sector at the Invest Sri Lanka Forum held at Conrad Singapore Marina Bay, joining global investors and industry leaders to showcase the nation's growth potential and explore new investment frontiers.

**NOVEMBER**  
**Dengu prevention Campaign**

We organised a community engagement program to clean up mosquito-prone areas, in collaboration with local schools and committed community leaders



**DECEMBER**  
**South Asia's tallest Christmas tree**  
Together with the Catholic Society of the Sri Lanka Ports Authority, we lit South Asia's tallest Christmas tree at Galle Face Green as part of the "Lights of Hope" initiative. This beacon of resilience and hope was dedicated to supporting lives affected by the "Ditwah" crisis, standing as a testament to our commitment to the community during challenging times.



**Lifey AI**  
"Lifey". We launched our revolutionary AI-powered platform, [www.lifey.lk](http://www.lifey.lk), to redefine customer convenience.

**BIG MOVES OF THE YEAR**

**Acquisition of Allianz Life Insurance Lanka Limited**  
SLI acquired a 100% stake in Allianz Life, further expanding its market share. This strategic move also positions SLI for future growth by increasing our advisor base by an additional 1,000 and adding 200 staff members.



**ASIA'S BEST AI INITIATIVE**  
The Company was honoured with the AI Initiative of the Year award at the 29th Asia Insurance Industry Awards, recognising Asia's most outstanding AI initiative among leading insurance giants. This achievement highlights our leadership in digital innovation and reinforces our commitment to delivering faster, smarter, and more customer-centric insurance solutions.



**Business Today Top 40:**  
Softlogic Life secured a place among Sri Lanka's Top 40 Corporates in the Business Today Top 40 rankings, reaffirming our resilience, sustained growth, and strong contribution to the nation's corporate landscape.

