

# Samsung Life

## Your Local Link to IGP in Korea

### Why partner with Samsung Life?

#### Market leader

- Samsung is a market leader in the provision of group life insurance and corporate pensions and has grown to become the largest and most successful life insurance company in Korea.
- According to Morningstar Inc. and Statista, Samsung is the largest domestic life insurer in Korea by market share.

#### Financial stability

As of March 2025, Samsung Life has a market cap of USD 10.49 billion. This makes Samsung Life the world's 1,631th most valuable company by market cap according to <https://companiesmarketcap.com/>. The market capitalization (market cap) is the total market value of a publicly traded company's outstanding shares and is commonly used to measure how much a company is worth.

#### Reliable and quality services

- Samsung was the first insurance company in Korea to receive ISO 9001 and 9002 certifications based on the quality and reliability of its services.
- Samsung Life is a leader in the use of e-Business infrastructure to enhance customer service.
- Samsung Life holds the following information security certifications:
  - ISMS-P (personal information and information security management)
  - ISO 27001 (information security management)
  - ISO 27701 (privacy information management)

#### Quality communication

- Samsung offers qualitative and efficient communication with the HQ and local office at the plan level and with employees at the participant level.
- Through an advanced Customer Relationship Management (CRM) system, Samsung builds strong relationships with clients by efficiently resolving issues, processing claims, and providing services specific to their needs.

#### Asset management

Samsung combines the knowledge and experience of its investment/risk professionals with a flexible investment platform and products.

#### Customer satisfaction

For the 12th consecutive year, Samsung Life Insurance was selected as one of the best companies in the life insurance sector in the "2024 Call Center Quality Index Survey (KS-CQI)." In 2024, Samsung Life introduced customer service capabilities for the deaf and expanded pension-specific services for the elderly.

#### Social contribution

- Samsung Life supports a culture that promotes family values and believes in contributing to the benefit of society.
- Samsung Life sponsors and contributes to various activities and programs related to community and public interest, including: culture, arts and sports, academics and education, health, protection of natural resources and the environment, as well as support for vulnerable people, especially children and the elderly.

## Facts & figures

- IGP Network Partner since 1980

## Recent awards & recognitions

- 2024: Samsung Life was recognized by Forbes as one of the World's Best Insurance Firms in the Life category.
- 2024: The Samsung Life Public Welfare Foundation announced eight winners of the 2024 Samsung Happiness Awards. The Samsung Happiness Grand Prize is an award that recognizes people who promote women's social roles and make outstanding achievements in specialized fields. The Samsung Life Public Welfare Foundation, founded in 1982, works to improve the health and social welfare of Korean citizens through various social projects.
- CSR Strategies and Achievements  
Working from its vision of "Together for Tomorrow! Enabling People", Samsung Life supports social contribution programs to create a sustainable society via four key themes:
  - Education for Future Generations
  - Co-prosperity
  - Respect for Life
  - Contribution to the Local Community
- Samsung Life launched a custom healthcare application called 'The Health' to promote the health and well-being of the people of Korea. The app aims to support daily health management, foster healthy habits, and help citizens maintain robust physical health.
- To address youth suicide, Samsung Life launched a "Youth Respect for Life" program that aims to foster a positive school culture, enhance individual protective factors, and promote the value of life within school.
- Samsung Life introduced an AI-based OCR Technology Integrated Insurance Claims Review System to automate the entire claims review process from data input to assessment and payment. This reduces errors and ensures timely and consistent delivery.
- Annually, Samsung supports rural villages by hosting an on-line direct marketplace for agricultural and livestock products during the Lunar New Year and Chuseok holidays. The goal is to rejuvenate rural economies by establishing sales channels and minimizing intermediary distribution processes.



## More information

### Mr. Kevin Changkeun Jeon

Samsung Life Insurance Company, Ltd.  
14th Fl, Seocho-Daero 74-Gil 4  
Seocho-gu  
Seoul 06620  
Korea

**T** +82 2 751-8688

**E** Changkeun.jeon@samsung.com

**W** www.samsunglife.com



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