January 2025

Beyond Insurance, Building a Sustainable Future with our Shareholders!

Samsung Fire & Marine Insurance Value-up Plan

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Samsung Fire & Marine Insurance, Shaping a Better Tomorrow

Insurance

Since our establishment in 1952, Samsung Fire & Marine Insurance (SFMI) has grown alongside our shareholders, dedicated to acting as a trusted social safety net.

Samsung Fire & Marine Insurance (SFMI) at a Glance ✓

Company	Samsung Fire & Marine Insurance Co., Ltd
CEO	Mun-hwa Lee
Headquarters	Seocho-daero, 74-gil, Seocho-gu, Seoul
Incorporated · Listed	1952. 01. 26 / 1975.06.30 (Korea Exchange)
Industry	Insurance
Number of Issued Shares	Common 47,374,837 / Preferred 3,192,000
Largest Shareholder (Stake %)	Samsung Life Insurance Co, Ltd (14.98%)

SFMI, a trusted partner in protecting customers everyday life

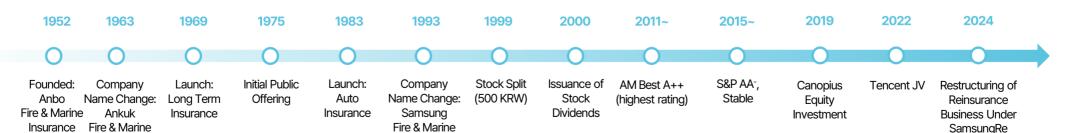
Mission

Creating a better tomorrow for our customers, advancing together with our employees, and contributing to the progress of humanity and society.

Vision

Beyond Insurance, to a sustainable future

Key Milestones



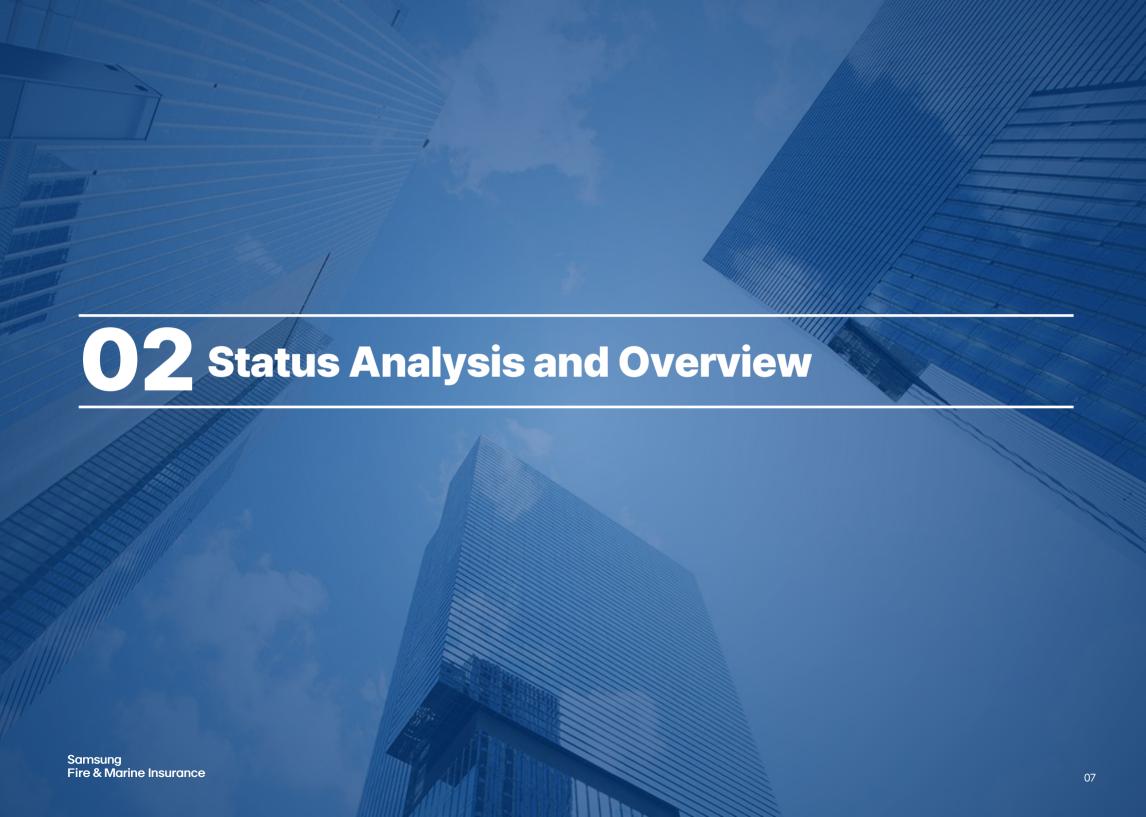
Insurance

SFMI, Leading Korean Non-Life Insurance Industry, Building a Global Presence

Amid a rapidly evolving market environment, SFMI achieved a record-high net profit of 2 trillion KRW in 2024, the highest since our incorporation. We have also proudly maintained an AM Best A++ rating for 14 consecutive years, an S&P AA- rating for 10 consecutive years. We also continue to solidify our position in the global insurance market through our networks in seven countries.

Operating Income	22.7 tn KRW
Net Profit	2.1tn KRW
AUM	83.8tn KRW
AM Best	A++(Stable)
S&P	AA-(Stable)
K-ICS	265%
EPS	48,700 KRW
PBR	x1.0
ROE	13.1%





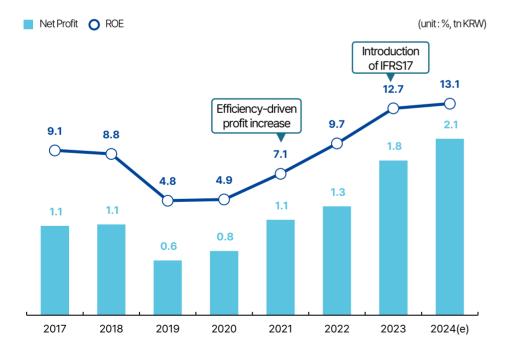
SFMI's Journey Towards Value-up

SFMI has achieved consistent profit growth while maintaining strong capital stability through a profit focused strategy.

Profit & Solvency Ratio

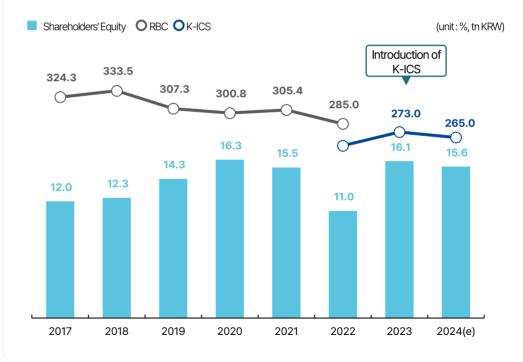
Net Profit · ROE

Despite challenges in both internal and external business environments, we have consistently delivered steady net profit growth through robust risk management and a focus on qualitative growth strategies.



Shareholders' Equity Solvency Ratio

SFMI has maintained the industry's highest solvency ratio through consistent efforts in risk capital management.



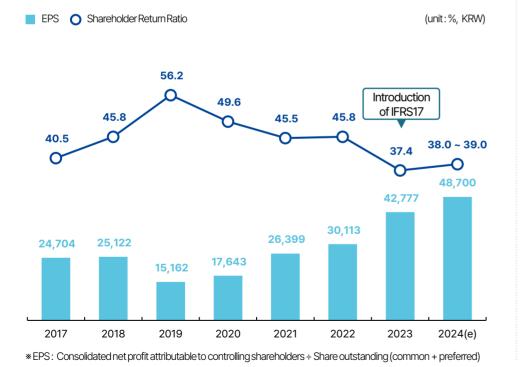
SFMI's Journey Towards Value-up

Building on our strong financial stability, we continue to deliver the industry's highest shareholder return ratio and remain dedicated to a progressive increase in dividends per share (DPS).

Shareholder Return

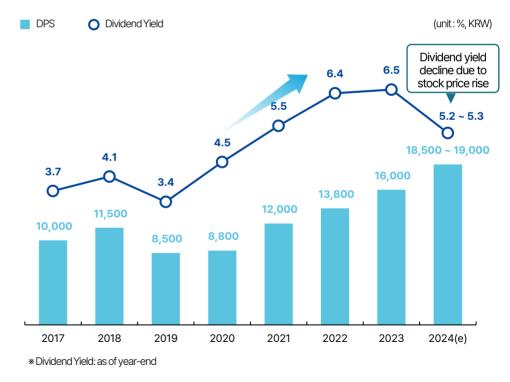
Shareholder Return Ratio · EPS

To ensure stable dividend growth, we have adopted a flexible payout ratio during periods of profit volatility in order to minimize fluctuations in DPS.



Dividend Yield · DPS

Since 2019, DPS have shown a consistent upward trend, accompanied by steady growth in dividend yields.



A Market Perspective on SFMI

Stable profit growth and commitment to increasing dividends have driven our PBR to 1x, however, we remain undervalued compared to global insurance companies.

Valuation Analysis

PBR · Market Capitalization

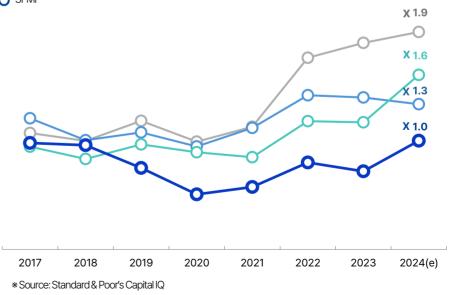
Robust fundamentals and efforts to expand dividends have driven recent share prices, resulting in our PBR rising to 1x.



PBR Global Peer Comparison

However, SFM's valuation remains relatively low compared to global peers, including those in Europe and Japan.

- Europe (Allianz, AXA, Munich Re, Swiss Re)
- U.S (AIG, Berkshire Hathaway)
- Japan (Tokio Marine, MS&AD, Sompo)
- SFMI



A Market Perspective on SFMI

SFMI remains relatively undervalued despite the rise in stock prices in 2024, due to uncertainties surrounding shareholder return policies, excess capital, and concerns about the sustainability of future growth.

Factors Contributing to Undervaluation

Uncertain Shareholder Return Policies

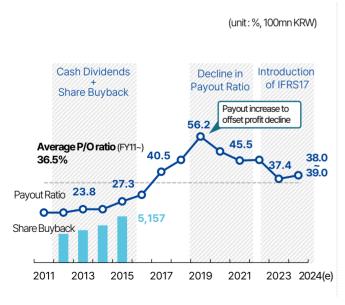
Despite maintaining a relatively
high dividend payout ratio and a stable
upward trend in DPS, we recognize
the need for a more predictable
mid- to long-term shareholder return policy.

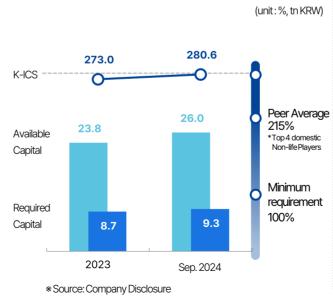
Excess Capital

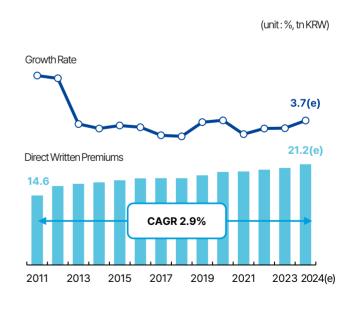
We have maintained top industry solvency level, but a shift in capital management perception is necessary, along with defining appropriate target capital levels and formulating a clear plan for effective use of excess capital.

Concerns about Growth Sustainability

There is an increasing concern about the sustainability of the Korean insurance industry's mid- to long-term growth as it enters a stage of maturity and faces rapid shifts in population demographics.

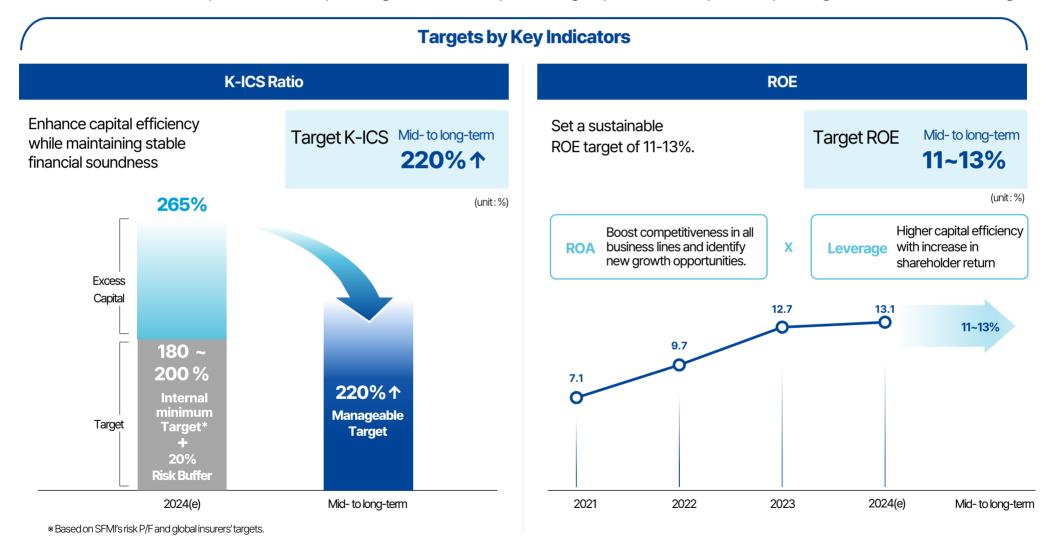






Key Indicators to Drive SFMI's Value-up

SFMI has identified key indicators for enhancing corporate value as 1) the K-ICS Ratio and 2) ROE. Based on these indicators, we have set specific goals aimed at promoting capital efficiency and improving ROE in the mid- to long-term.





SFMI's Roadmap to Increasing Shareholder Value

Protecting today, Inspiring tomorrow

At SFMI, we strive to reinforce our business fundamentals and grow alongside with our shareholders.

Higher Shareholder Return

We will establish a transparent and consistent shareholder return policy to provide greater predictability and strengthen shareholders' trust.

We aim to build a stable profit foundation for future growth, as to ensure predictable shareholder returns and sustainable corporate value

Stronger Core Business

02

We will continue to
lead the market
and reinforce our core business
to enhance shareholder value.

Identify New Growth Engine

03

We will identify global opportunities, innovative customer experiences, and new business initiatives for a sustainable value growth.

Promote
Social Value

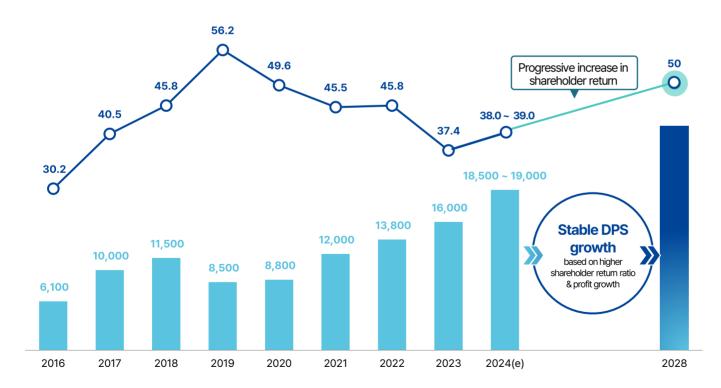
We will **strengthen our social role** and enhance stakeholder value by elevating ESG management.

SFMI's Roadmap to Increasing Shareholder Value

Higher Shareholder Return: SFMI is committed to a progressive increase in shareholder returns to a 50% target, along with the cancellation of treasury shares by 2028. This plan is guided by a clear and consistent objectives for a more sustainable and predictable shareholder return policy.

Plans for the Increase in Shareholder Return & Cancellation of Treasury Shares

DPS Shareholder Return Ratio (unit: %, KRW)



<sup>15.9

15.9

5.0↓

2024

2028</sup>

 $^{{}^*\ \}text{Subject to change based on business environment, regulatory changes and operational needs}.$

Samsung Fire & Marine Insurance

Expected cancellation of 2.5~3.0%p annually, distributed equally over 4 years.
 (1,360,000 common shares, annually)

^{*} Details such as the timing, and volume of treasury share cancellation will be determined in the future based on market conditions

SFMI's Roadmap to Increasing Shareholder Value

Stronger Core Business: As the industry leader, we will maintain our dominant position by strengthening core business competitiveness across each business line and creating new value.

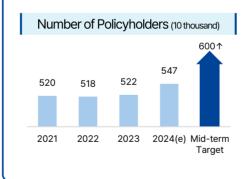
Long Term Insurance

- Stronger product & distribution competitiveness
- Lead the market with specialized & innovative products tailored to customer needs.
- Expand market dominance through proactive expansion in GA Channel.
- Higher CSM growth led by operational efficiency
- Minimize contract cancellations through company-driven customer management.
- * TA: Higher profit via high-yield products
- * GA: Tighter control of higher-loss agencies



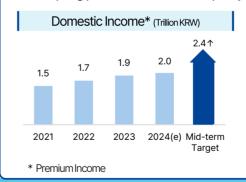
Auto Insurance

- Key engine for customer expansion for all business lines
- Acquire new customers through platform service such as car care.
- Deliver new customer experiences via unique service & product offering.
- Greater profit through improved efficiency
- Focus loss management at early stage of accident.
- Process automation & simplication.



P&C Insurance

- Growth leader in the commercial insurance market
- Identify emerging risks & customer needs, expand product/coverage offerings.
- Expand the B2B service domain: integrated risk management solutions.
- Preemptive loss control management
- Provide accident prevention consulting services to control losses in early stage.
- Strengthen market response, such as adopting profit-driven RM & UW policy.



Asset Management

- Asset portfolio diversification
- Shift from bond-focused to a diversified strategy: include alternative investments, retail finance.
- Increase ROI via quality-focused P/F management across asset category.
- Risk management against market volatility
- Maximize investment returns by quantifying risk by asset class.
- Reinforce market sensing for proactive risk factor detection.



Reinforce core business competitiveness to secure an unrivaled industry leadership

SFMI's Roadmap to Increasing Shareholder Value

Identify New Growth Engine: We will establish foundation for future profit by actively exploring global market opportunities, delivering innovative customer experiences, and advancing new business initiatives.

Accelerate the Expansion of Global Business in Response to the Slowing Domestic Market Growth.

N. America & Europe: Initial focus on the Lloyd's market.

Inorganic growth in advanced markets

Drive growth in the mature insurance markets of N. America & Europe through M&A, other strategic initiatives.

Samsung Re: Greater presence in the Asian reinsurance market.

Reinsurance business expansion in EM

Establish Singapore, a reinsurance hub, as a base for expansion into smaller, emerging Asian markets.

Business partners: Stronger strategic partnerships

Synergy driven expansion

Expand overseas business through collaboration with global partners and the exploration of additional synergy opportunities.



Expand New Mobility Business

Expand customer base by positioning as a platform provider, and generate sustainable revenue by delivering unique customer experiences

- Extend vehicle maintenance services by incorporating mobile booking, results alert features for vehicle repairs, diagnostics, and inspections.
- Broaden partnership to offer daily life services, such as parking, car washing, car-sharing, chauffeur services.

Delivering tech & data-driven experiences and evolving into an insurer that integrates with customers' daily lives.



Accelerate the Insurance-linked healthcare business

Enhance the integration of health data and advance healthcare services to address the challenges of a rapidly aging society.

- Collaborate with hospitals to acquire disease-specific data, develop innovative products that align with customer needs.
- Provide lifestyle-integrated services for senior customers, featuring disease management programs for individuals with pre-existing conditions.

Creating a comprehensive Total Care Solution, spanning from health management to insurance.



Laying the groundwork for future revenue by pursuing diverse new business opportunities

SFMI's Roadmap to Increasing Shareholder Value

Status Analysis and Overview

Promote Social Value: We are committed to achieving sustainable growth while contributing to society and humanity through ESG management centered on four areas: environment, social, governance and ESG management framework

Company-wide ESG Management Framework









Promote environmental management through climate change initiatives

- · Create environmental value through a carbon-neutral portfolio.
- Expand the offering of climate change related financial products.
- Achieve internal carbon neutrality by 2050.

Create social value through financial solutions

- Promote a corporate culture that fosters collective growth with employees.
- · Offer customer-oriented and mutually beneficial financial services.
- Respond to demographic shifts.

Build stakeholder trust through transparent corporate governance practices.

- Establish a board-centric corporate governance structure.
- Sustain growth in shareholder value
- Practice ethical and compliant management.
- Strengthen the risk management framework.

Establish a global-standard **ESG** management framework

- · Proactively implement ESG information disclosure initiatives.
- · Expand the integration of ESG management.

O4 Communication Plans to Reinforce Market Trust Fire & Marine Insurance

Communication Plans to Reinforce Market Trust

At SFMI, we strive to reinforce market trust through transparent communication led by our Board of Directors, management, and IR team. We actively gather investor feedback and opinions through diverse communication channels and methods.

Shareholder Communication Activities		
Channel	Annual Frequency	Details
General Meeting of Shareholders	Annual	• Electronic voting (2021.3)
Earnings Release & Presentation	Quarterly	 Presentation materials available on website (Korean/English) Management led conference calls (simultaneous interpretation)
Disclosures	Ad-hoc	Disclosures of key business information
Analyst Meetings	5	Meetings with domestic & international analysts
IR Meetings	Approx. 200	NDRS, IR conferences (Domestic & international)Frequent IR meetings

Strategic Direction Expanding communication with shareholders, **Promote** analysts, and other market participants, two-way communication led by the active involvement of executives with (CEO, CFO, and key officers) and the Board of stakeholders Directors. Improving user-centered information **Improve** delivery to provide easy and accurate investor access to company information accessibility Increase market trust by improving the Reinforce transparency and timeliness of information market trust through disclosure through various investor transparent engagement events. communication

APPENDIX Key Terms Glossary

Terms	Definition
CSM (Contractual Service Margin)	Present value of the profits expected to be generated in the future from an insurance contract.
PBR (Price to Book Ratio)	The value obtained by dividing the stock price by the book value per share (BPS). A PBR of 1 or higher indicates that the company's market value is overvalued compared to its book value.
PER (Price to Earnings Ratio)	The value obtained by dividing the stock price by earnings per share (EPS), indicating how many times the company's stock price is relative to its earnings per share.
ROE (Return on Equity)	The ratio of net income to equity, indicating the level of profit a company generates relative to the capital it has invested or retained.
ROA (Return on Assets)	Ratio of net income to total assets, indicating how much profit a company generates from its total assets. ROE can be expressed as the product of ROA and financial leverage (assets ÷ equity). Even with the same ROA, leverage can be used to enhance ROE.
Shareholder Return Ratio	The ratio of the amount a company uses for shareholder returns to its net profit, indicating the proportion of the profits earned by the company that is distributed to shareholders.
Dividend Payout Ratio	The ratio of the amount a company uses for dividend payments to its net profit.
Solvency Ratio	The ratio of the company's available capital to the solvency capital requirement, as defined by the solvency margin regulation system (a system that requires insurance companies to maintain net assets to fulfill their obligation to pay insurance benefits to policyholders, even in the event of unexpected losses). The available capital is equivalent to the company's net assets, calculated by adjusting for items recognized as capital. The solvency capital requirement is calculated considering various operational risks and historical statistical data, representing the minimum capital level that an insurance company must retain. Starting in 2023, the new solvency margin system, K-ICS, has been introduced and applied.

