



LPI Capital Bhd



2009
ANNUAL REPORT



LONPAC INSURANCE BHD
EUROMONEY 2009
"BEST INSURER IN MALAYSIA" AWARD

COVER RATIONALE

The attitude of every individual determines the success of an organisation and we at LPI take this very seriously.

We collectively put all our capabilities and assets together as **ONE**;

We stand together as **ONE**;

Share **ONE** vision;

Strengthen our position as number **ONE**;

And to continue to achieve **ONE** milestone after another, focusing on what we have experienced in the past and what we envision for the future.

CORPORATE MISSION

To provide customers with excellent products and services of international standard backed by proven technical and financial strength in line with the Financial Sector Master Plan.



CORPORATE PHILOSOPHY

Responsibility to...

OUR INSURED

- By offering a wide-range of innovative products that are commercially and economically viable
- By delivering excellent services through highly trained and motivated service personnel
- By expanding our business network to further enhance customer convenience

Responsibility to...

OUR EMPLOYEES

- By providing attractive remuneration and benefits to ensure staff well-being
- By rewarding performing and long serving staff to inspire performance and loyalty
- By providing a safe and conducive working environment
- By promoting good staff morale through staff activities, training and development, and provision of opportunities for career advancement

Responsibility to...

OUR SHAREHOLDERS

- By maintaining heady growth-and-profitability results to drive healthy returns and enhance long-term shareholders' value
- By forging ahead and consolidating our position as a stable and progressive financial institution

Responsibility to...

OUR COMMUNITY

- By assuming our role as a socially responsible corporate citizen to the society at large
- By participating in societal activities with the aim of contributing towards the progress of the nation

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