



Stock Code : 5878  
The only insurance broker company listed on TPEx

2002-2022  
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**你我並肩前行**  
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# Taiming Assurance Broker Co., Ltd

## Investor Conference

### 2022 Q2 Review



最專業的退休品牌

台名保險經紀人



## Disclaimer

- The forward-looking statements represent the company's current expectations concerning future events and involve risks and uncertainties. Actual performance or results may differ materially from those stated in the statements.
- The company undertakes no obligation to update any forward-looking statements, whether as a result of new information, future events, or otherwise.
- The statements cannot be construed as an offer to purchase or sell securities or other financial products or solicitation of an offer.





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台名保險經紀人股份有限公司(5878)  
Taiming Assurance Broker Co., Ltd.

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# Company Profile

台名保險經紀人股份有限公司(5878)  
Taiming Assurance Broker Co., Ltd.



# Company Profile

## About Taiming

Incorporation	October 2002
Listing on TPEx	October 2014
Stock Code	5878
Chairman	Cheng-Chin Lee
General Manager	Yang-Kuo Chen
Capital	NT\$250,243,000
Scope of Business	Life Insurance Brokerage Property Insurance Brokerage
Operating Income	Life Insurance Brokerage Income Renewed Brokerage Income Commission and Other Income Property Insurance Brokerage Income



Insurance Broker Co., Ltd.

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## Taiming Advantages

## 2 33 channels of life & property Insurance company

### 3 The Cross-Strait Developments

**The Company obtained 100% shares of Link-Aim Life Insurance Broker Co., Ltd. In Taiwan.**



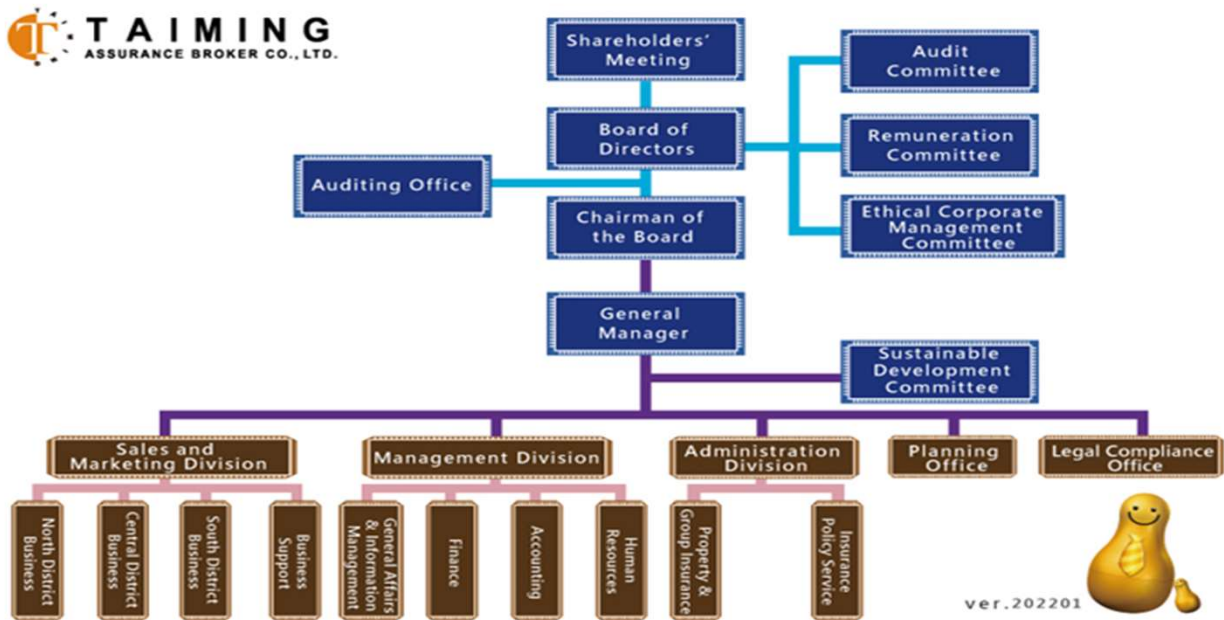


## Taiming Advantages

4

### Integrated organizational structure

Provide the salespersons the thoughtful and expedited administrative services.



## Milestones

TABC was established in 2002 · named **Taiming** Assurance Broker Co., Ltd. after the meaning and homophone of “Timing”.  
The salesperson has grown from 108 in 2002 to about 3,500 in 2022, an increase of more than **30 times in 20 years**.



2022

Introduced “**Fast & Easy-use Mobile Insurance System**”  
Won the **National Brand Yushan Award** - Outstanding Enterprise Category

2021

Obtained the approval of the **self-developed digital learning platform for compliance course system**  
Ranked **top 6~20% in the Corporate Governance Evaluation**  
Won the 2021 **TCSA Taiwan Sustainability Award**, "Corporate Sustainability Report Award - Bronze Award"

2020

Introduced “**I Taiming**” **mobile sales instrument app**  
Completed **Taoyuan and Taichung workplace 2.0**  
Won the **2020 Corporate Social Report Bronze Prize** of 2020 (13th) Taiwan Corporate Sustainability Awards

2019

Obtained **100% equity of Link-Aim Life Insurance Broker Co., Ltd.**  
Launched the **mobile insurance platform**

2018年

Won the “**Outstanding Sustainability Award**” from BSI Taiwan

2010~2011

Purchase **Taipei and Taichung assets**

2012

Purchase **Taoyuan asset**

2013

**The first Assurance Broker Company** listed at emerging stock market on Taipei Exchange (5878)  
Purchase **Kaohsiung asset**

2014

**The first Assurance Broker Company** listed at over-the-counter market on Taipei Exchange (5878)

2015

Issued the first “**Corporate Social Responsibility Report**” and was certified by BSI Taiwan.

2016

Investment in **Shanghai Insurance Agency Ltd.**  
Introduced **ISMS** and obtained **ISO/IEC27001 Information Security** issued by BSI

2017

**Ranked top 5% in the 4th Corporate Governance Evaluation** hosted by TWSE & TPEx  
Won the “**2017 Insurance Longfeng Award**” from RMIM Inc. as the most popular insurance broker





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**13 Locations**  
**3,500 Salespersons**



Taiming Assurance Broker Co., Ltd.



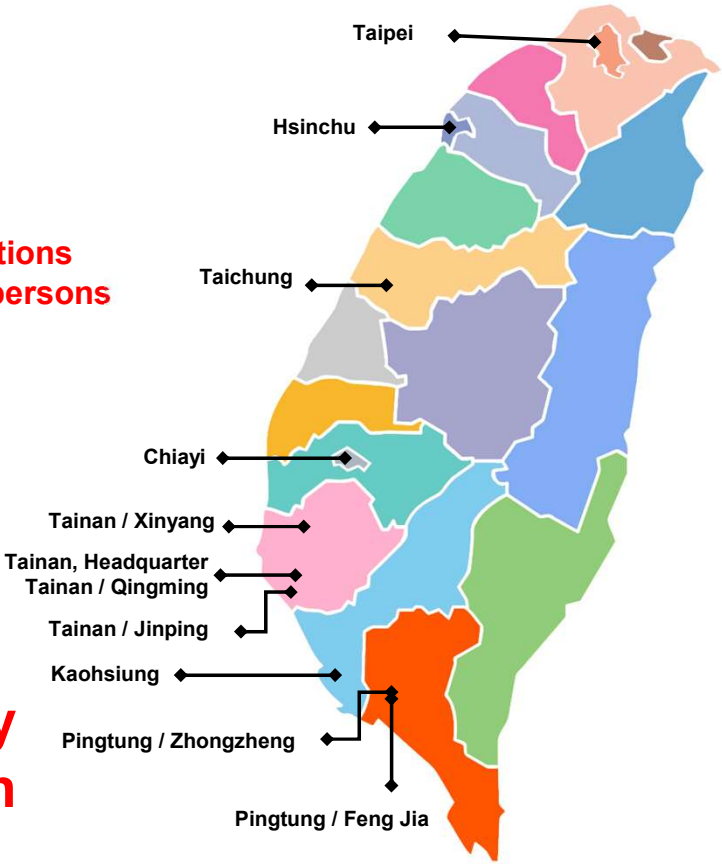
## Domestic Location

**24 Locations & nearly 4,000 salespersons in total**

## Company Profile

Link-Aim Life Insurance Broker Co., Ltd.

**11 Locations**  
**430 Salespersons**



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## Overseas Expansion

Acquired 14.94% equity of Shanghai  
Timing Insurance Agent Ltd.  
(The percentage of equity was changed  
in 2022)

Acquired 24.9% equity of Jiangsu Tai  
Ming Insurance Agent Ltd.



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# Market Overview

Source: Taiwan Insurance Institute

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# The Key Statistics For Insurance

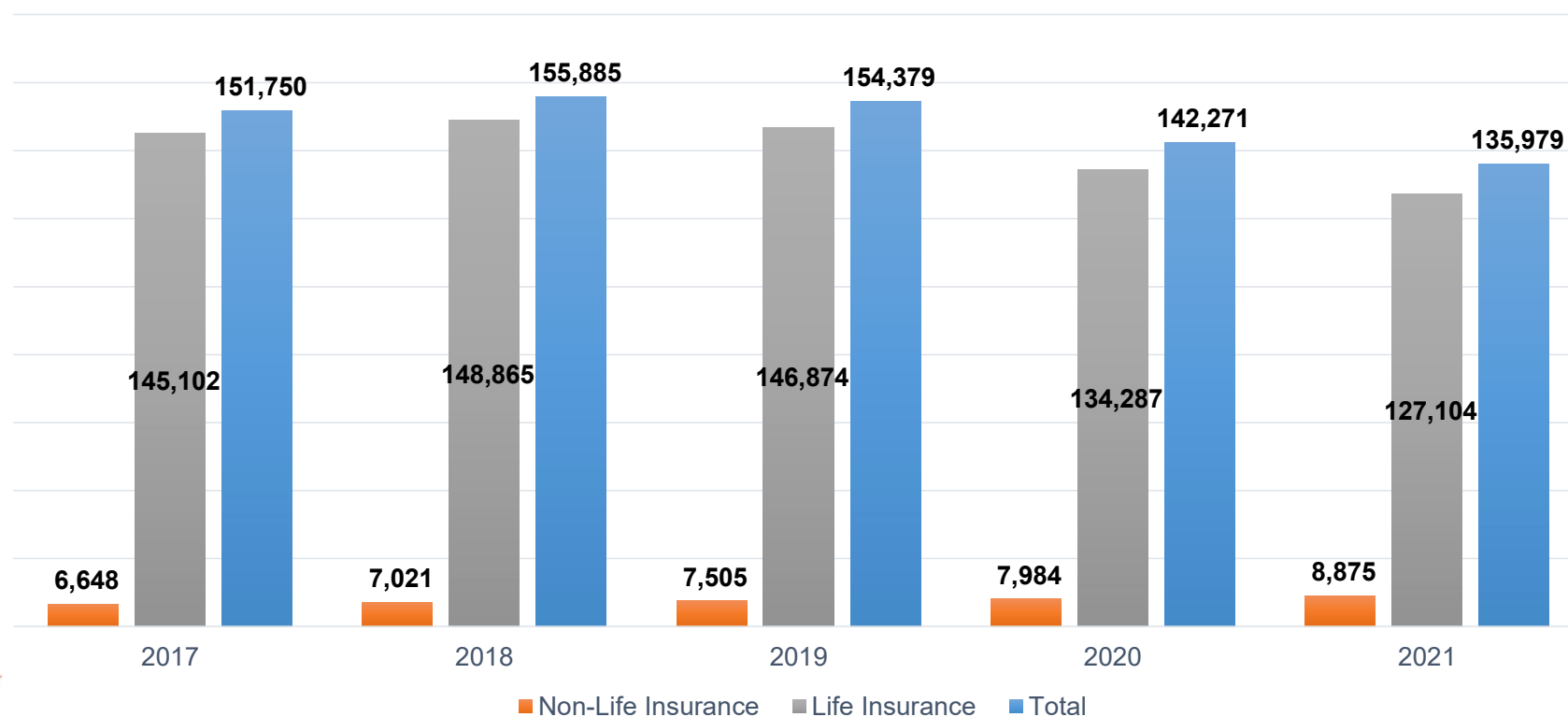
Market  
Overview



# Market Overview

## Insurance Density

Unit: NTD\$



Insurance Density : average

insurance expenditure per capita.

Source: Taiwan Insurance Institute







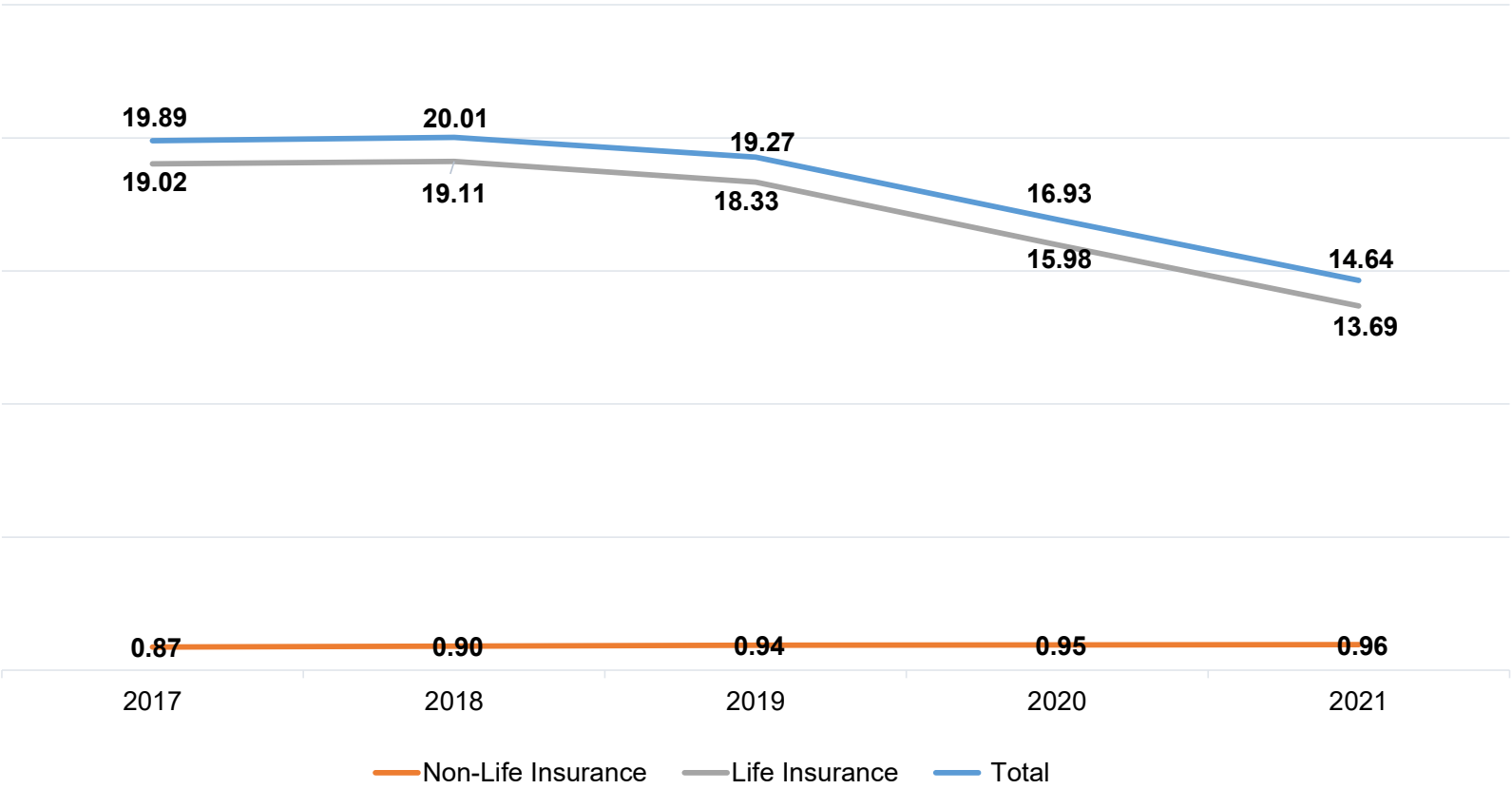
# Market Overview

## Insurance Penetration

Unit : %

Insurance Penetration: the ratio of insurance premium to GDP.

Source: Taiwan Insurance Institute



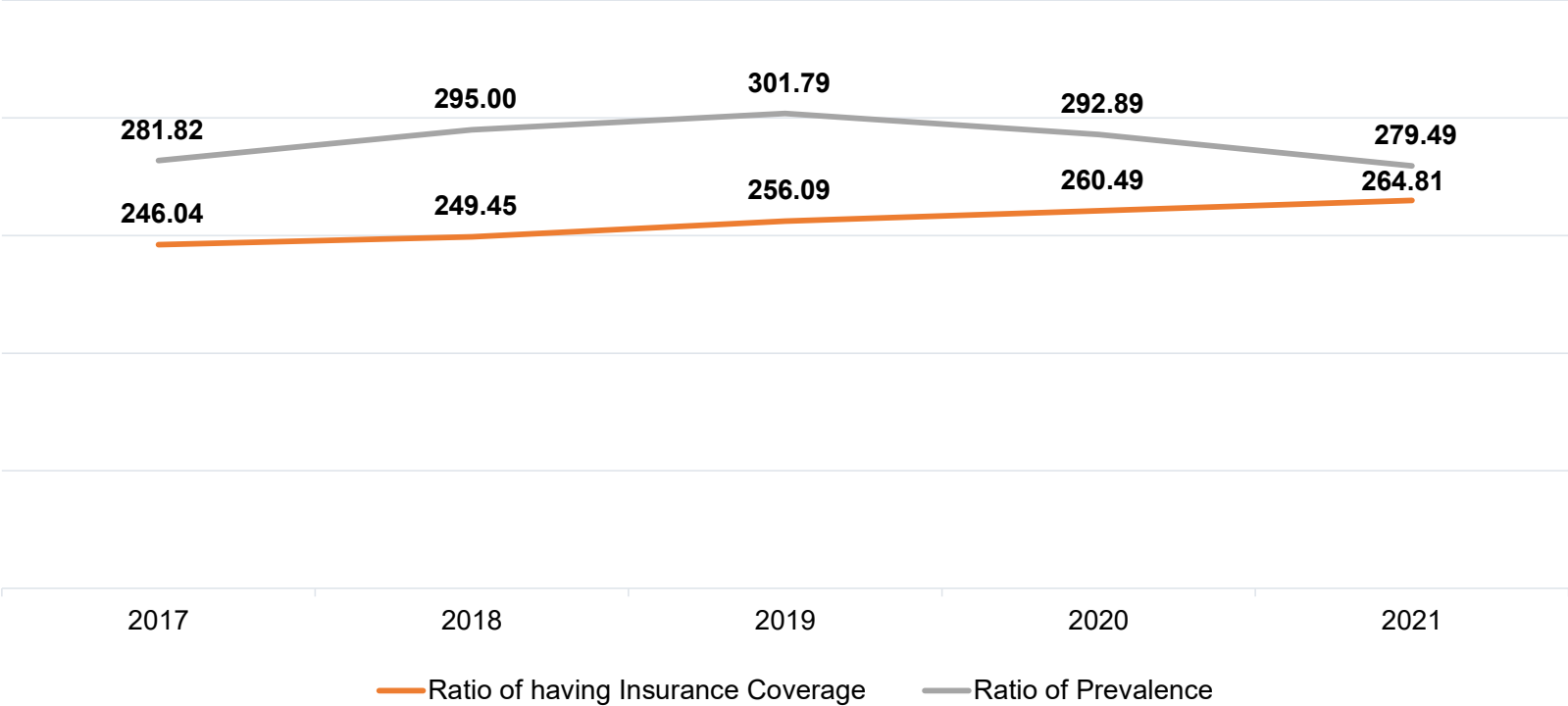


# Market Overview

## Life Insurance and Annuity

Unit : %

### Ratio of Having Insurance Coverage & Prevalence



Ratio of having insurance coverage of life insurance and annuity: the ratio of number of in-force policies of life insurance and annuity to the number of population.

Ratio of prevalence of life insurance and annuity: the ratio of sum assured of in-force policies of life insurance and annuity to national income.

Source: Taiwan Insurance Institute



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# Business Statistics of Insurance Brokers & Agencies

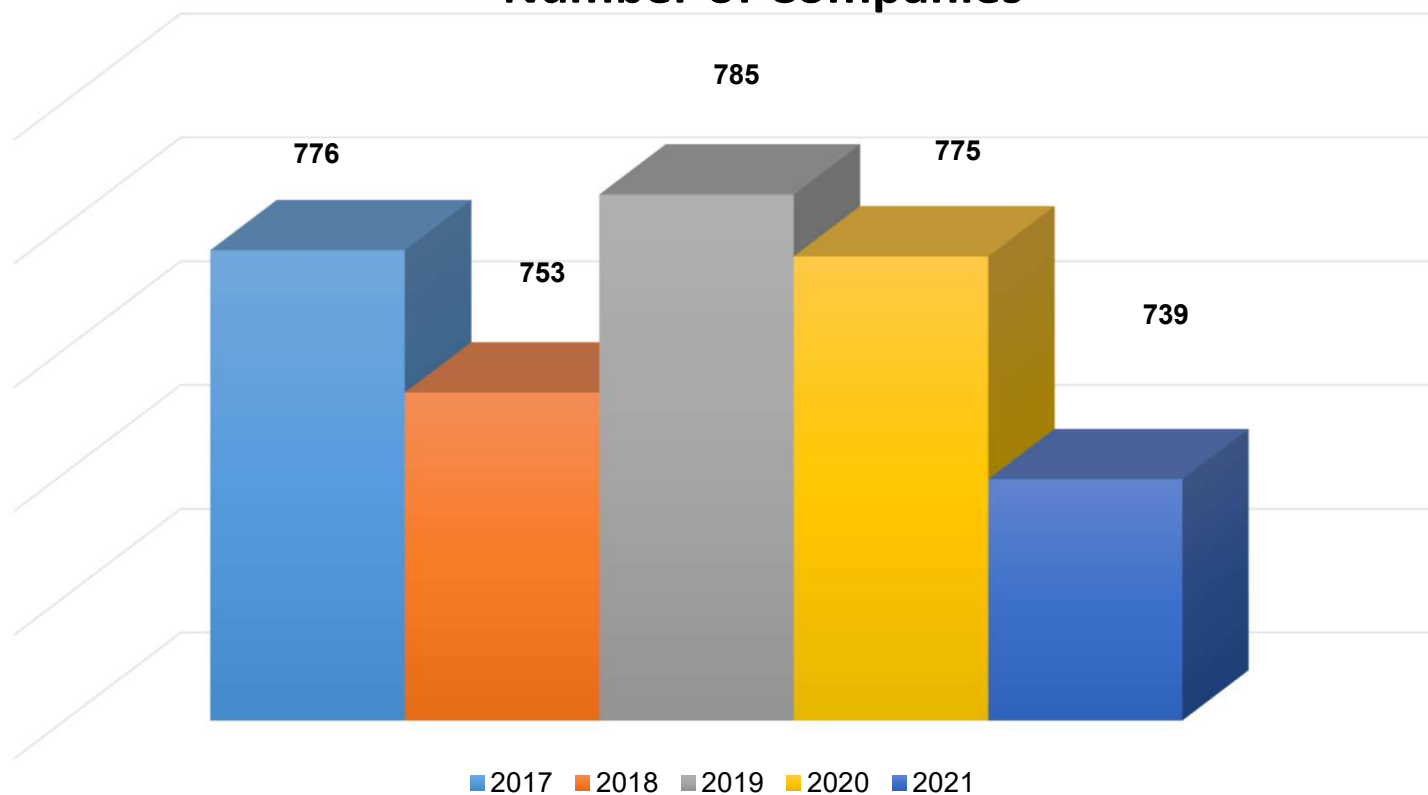
Market  
Overview

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# Market Overview

## Number of Insurance Brokers & Agencies

Number of Companies



The number of companies includes both personal and organizational company types of institutes.

Source: Taiwan Insurance Institute

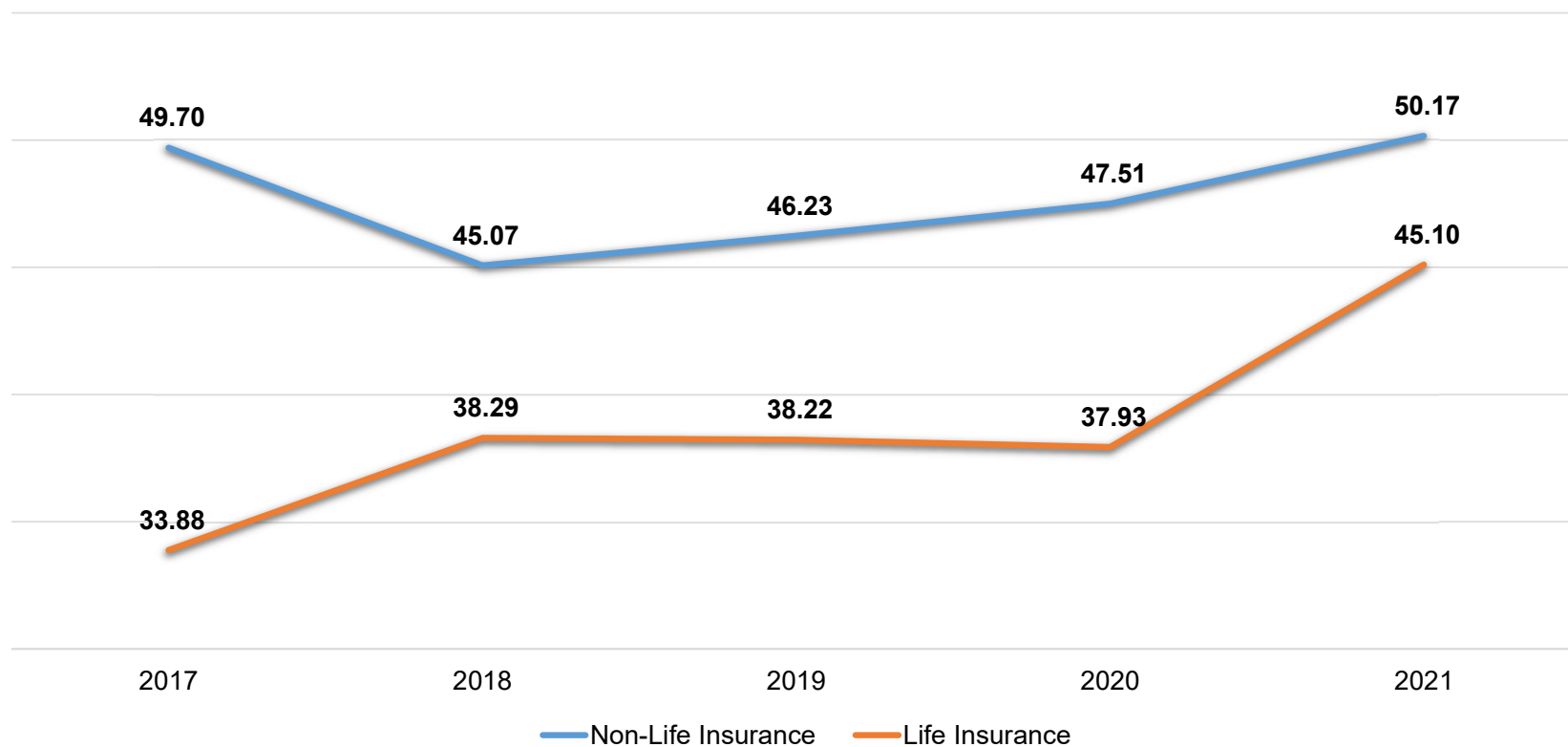


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## Market Shares of Insurance Brokers & Agencies

### Market Shares

Unit : %



Source: Taiwan Insurance Institute

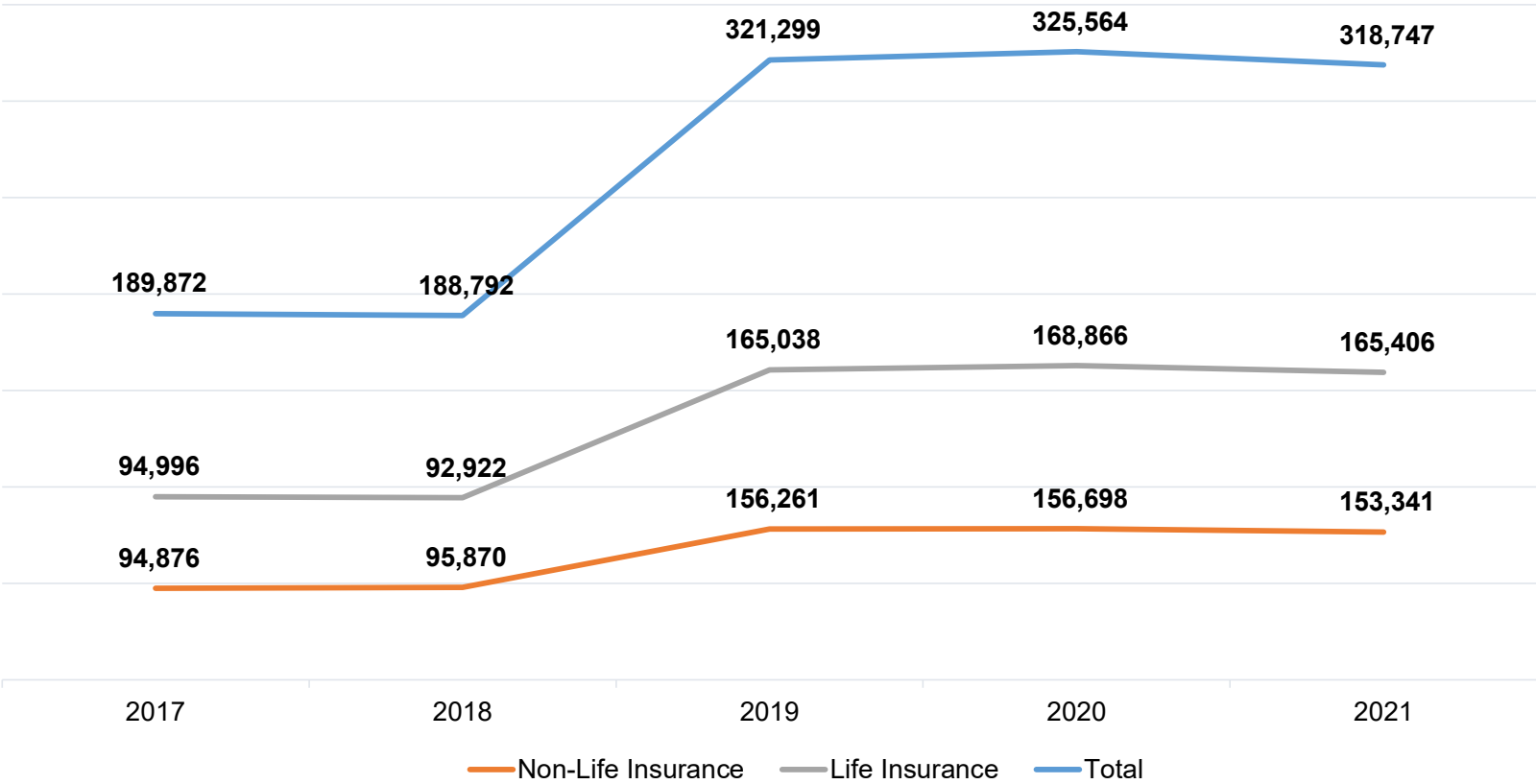




# Market Overview

## Number of Salespersons

Unit : Person

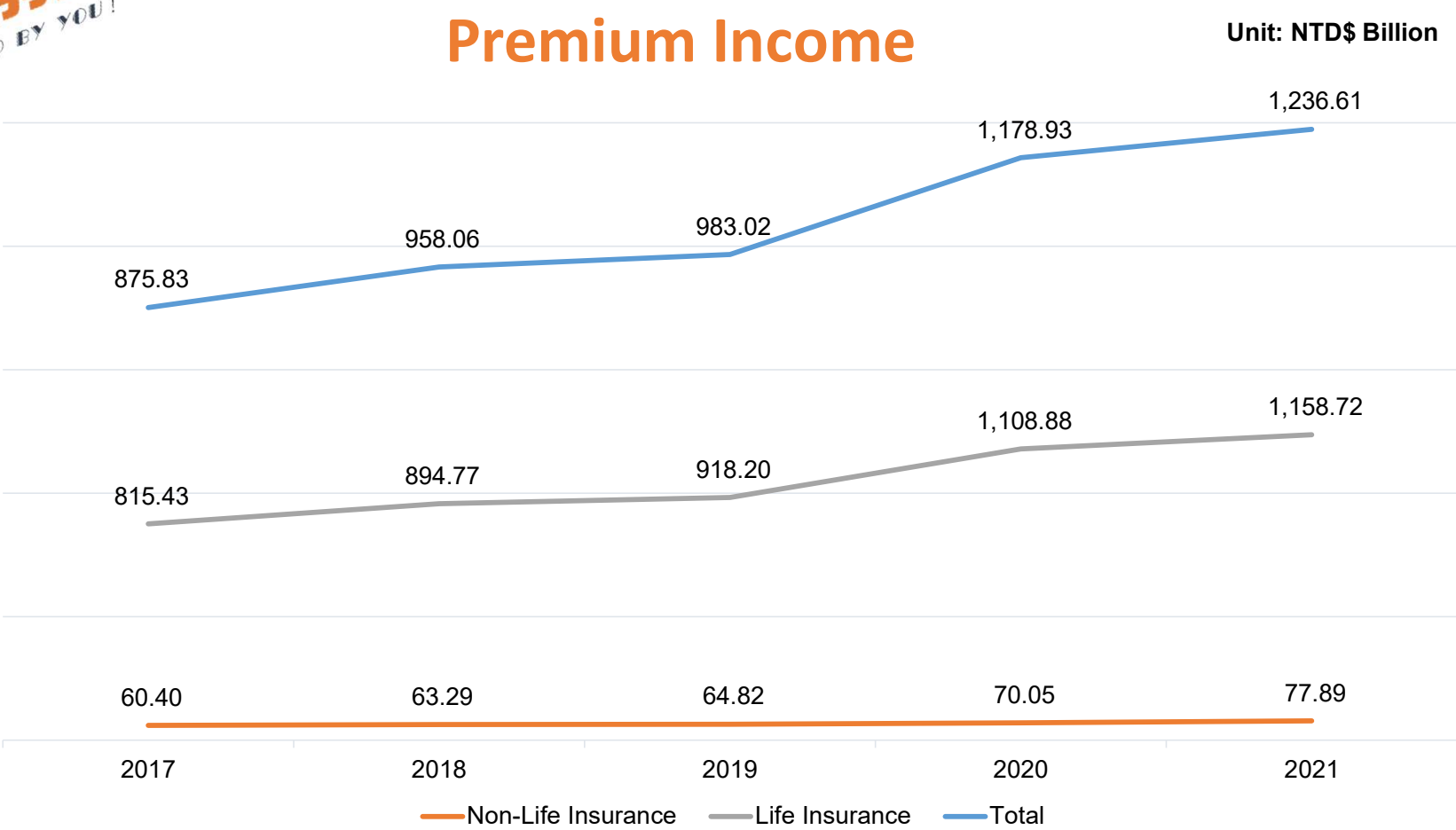


Source: Taiwan Insurance Institute





Source: Taiwan Insurance Institute



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# Business Performance

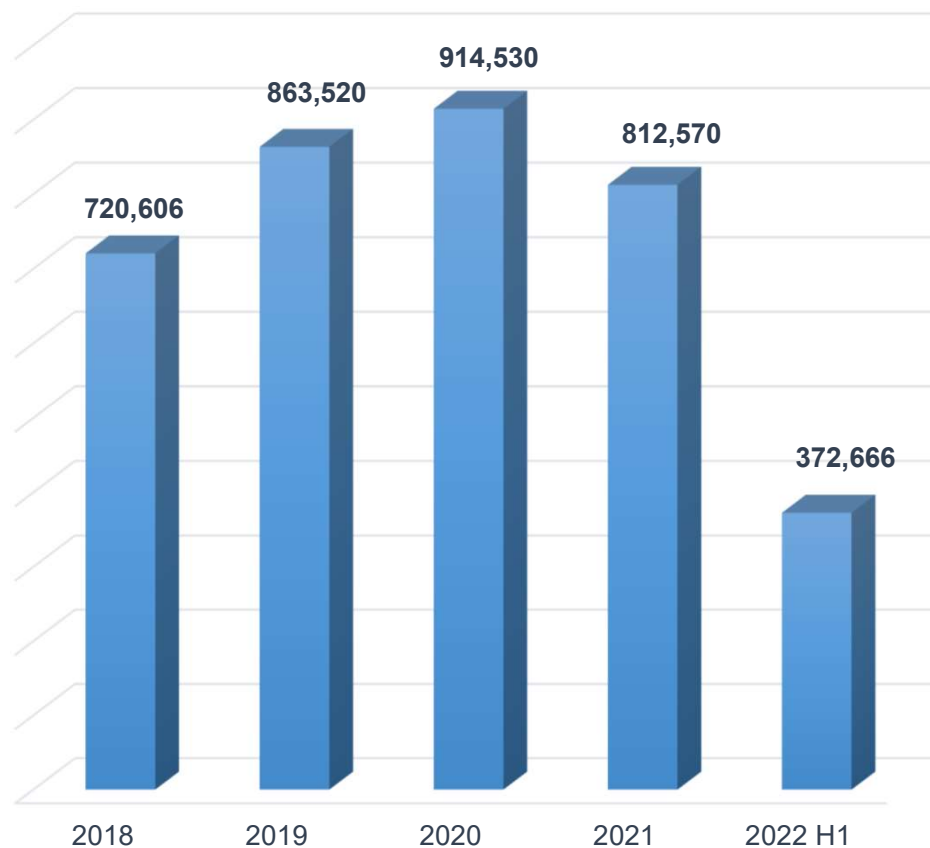
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# Business Performance

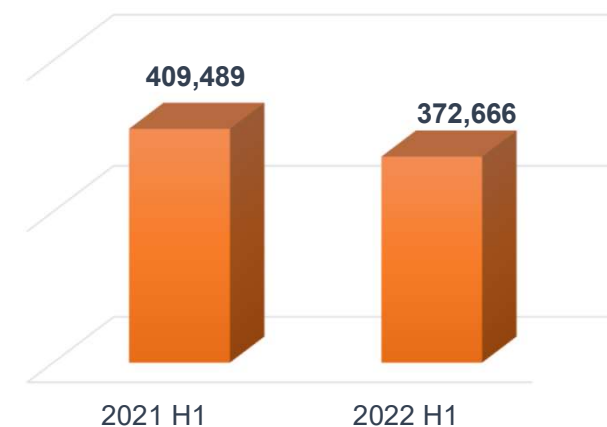
## Revenue

2018-2022 H1



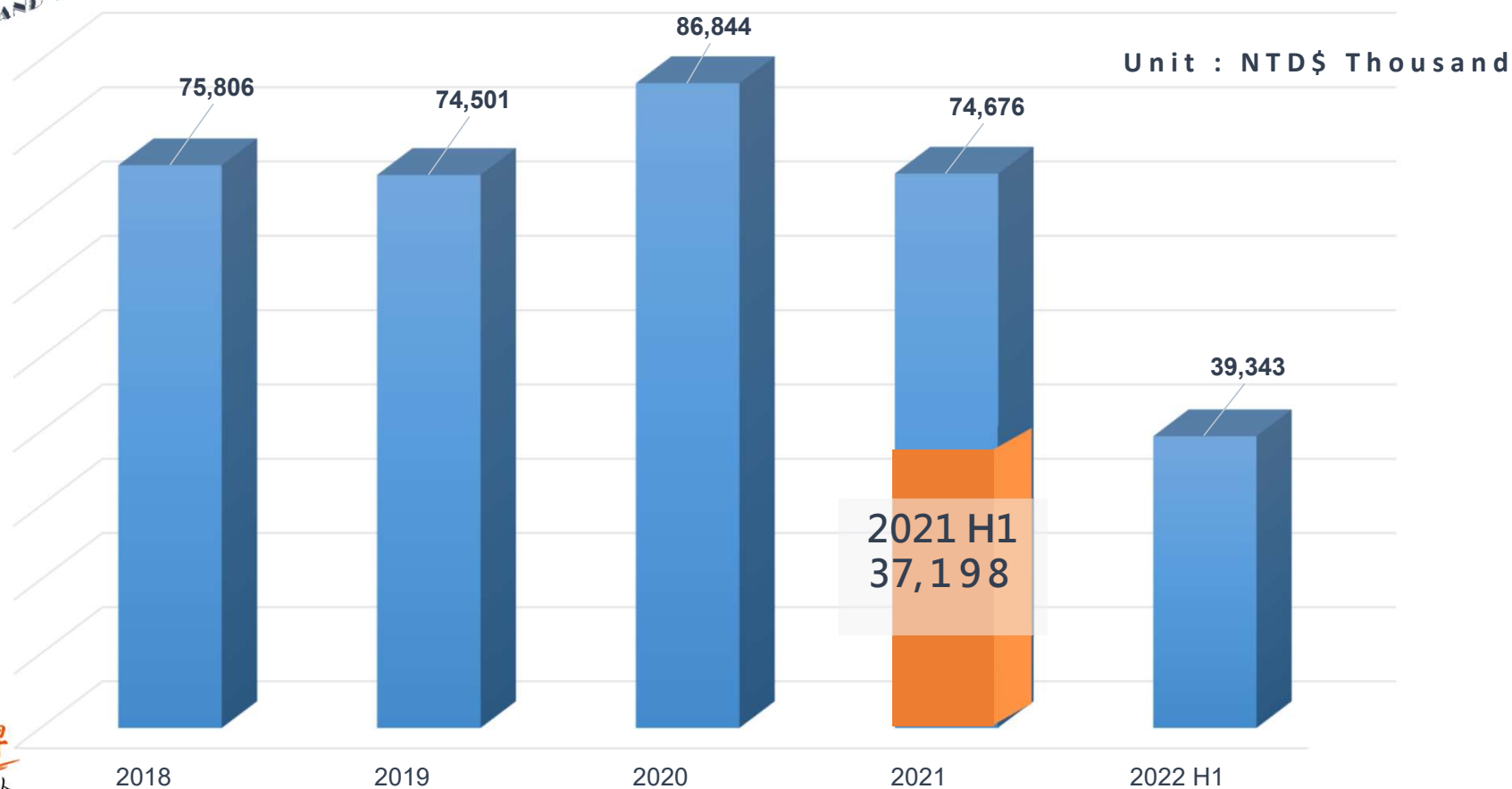
Unit : NTD\$ Thousand

## Revenue 2021vs2022 H1



# Business Performance

## Net Profit Attributable to Owners 2018-2022 H1



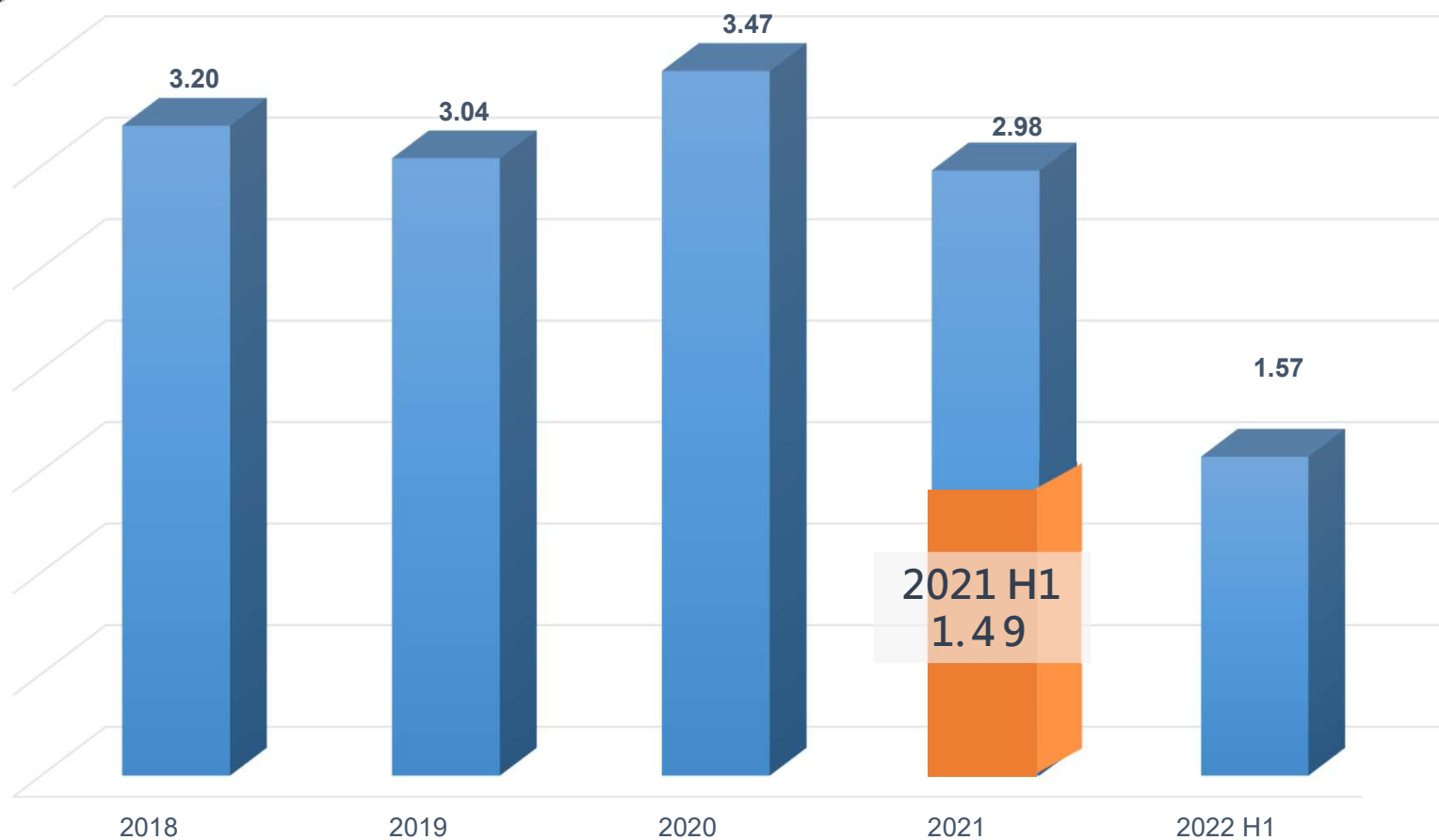




# Business Performance

## Earning Per Share 2018-2022 H1

Unit: NTD\$



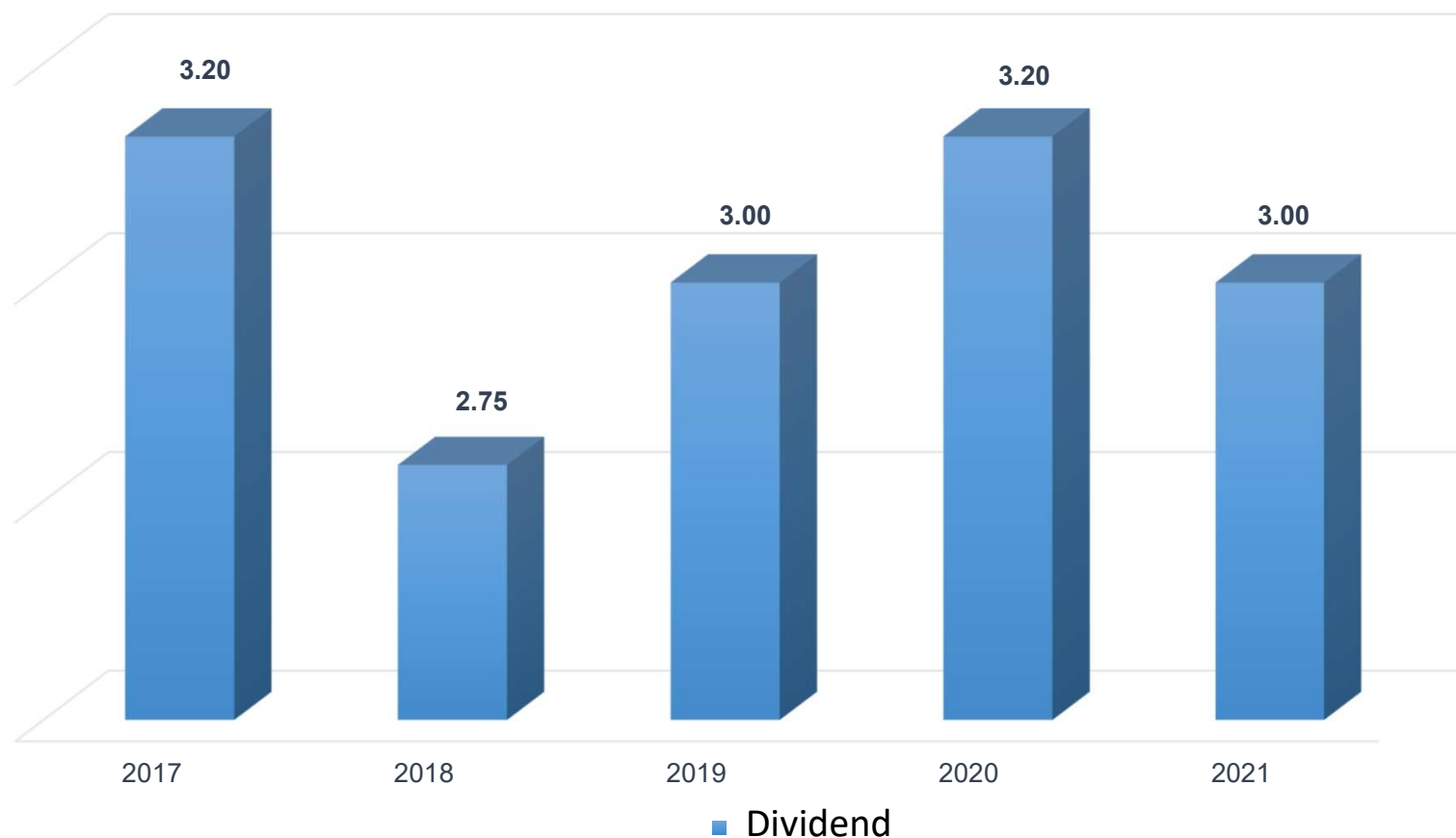
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# Business Performance

## Dividend Per Share 2017-2021

Unit: NTD\$





# Business Performance

## Financial Report Consolidated Balance Sheets

Unit : NTD\$ Thousand ;EPS Unit : NTD\$

ITEM	2022 H1	2021 H1	YoY
Total Assets	\$725,728	\$824,225	-11.95%
Total Liabilities	213,520	210,156	1.6%
Total Equity	\$512,208	\$614,069	-16.58%

Note: The cash dividend of 2021 was paid in June 2022; however, the cash dividend of 2020 was paid in July 2021.





# Business Performance

## Financial Report Consolidated Statements of Comprehensive Income

Unit : NTD\$ Thousand ;EPS Unit : NTD\$

ITEM	2022 H1	2021 H1	YoY
Operating Revenue	\$372,666	\$409,489	-8.99%
Operating Costs	288,961	322,858	-10.50%
Gross Profit	83,705	86,631	-3.38%
Profit from Operations	36,286	41,680	-12.94%
Net Profit Attributable to: Owners of the Company	\$39,343	\$37,198	5.77%
Non-controlling interests	-	-	
Earnings Per Share	\$1.57	\$1.49	5.37%





# Business Performance

## Persistency Rate & Financial Indicators

Unit:%	2021	2020
Quality of Insurance Policy		
13 month persistency	98.02%	97.51%
25 month persistency	95.66%	95.28%
Return on Assets	9.48%	10.79%
Return on Equity	13.32 %	15.95%





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# ESG Development & Outlook



# ESG Development & Outlook

## ESG Strategies

### Environment



- Actively implement energy conservation and carbon reduction measures, pay attention to the carbon emission status of its own operations, and set carbon reduction goals and continue to improve to strengthen organizational resilience in response to climate change.
- Create a paperless enterprise, continue to promote digital financial tools, improve the efficiency of resource use, and reduce the impact of waste on the environment.

### Social



- Provide employees with good welfare and training courses, improve the promotion system, and create a sustainable workplace that everyone admires.
- Continue to engage in social participation activities, maintain good relations with local communities and social welfare organizations, and hope to become a support of the local community.

### Governance



- Continue to enhance the board of directors' functions, and strengthen the board's sustainable constitution and governance performance.
- Provide high-quality products and services for retired life of our customers, and uphold the principle of fair customer treatment, strengthen information security capacity, and protect the rights and interests of customers.



Three Strategies for Low-Carbon

Green Procurement	Green Operation	Green Service
<ul style="list-style-type: none"><li>✓ FSC Certification Toilet Paper</li><li>✓ PEFC Certification Photocopying Paper</li></ul>	<ul style="list-style-type: none"><li>✓ Electronic administrative processes</li><li>✓ Video conference</li><li>✓ Control temperature for air conditioner</li><li>✓ Turn off the lights for an hour at noon</li><li>✓ Promote Earth-hour</li></ul>	<ul style="list-style-type: none"><li>✓ Promote mobile insurance</li><li>✓ Promote video insurance platform</li><li>✓ Promote online insurance</li><li>✓ Promote paperless e-policy</li></ul>



# ESG Development & Outlook

## Executive Performance

### Environment



- In 2021, the electricity saving by replacing the air conditioner and LED lamps was 7,840 kWh, and the converted carbon reduction reached 3,936 kg/CO2e.
- Promote the mobile insurance platform, increase the efficiency of energy and resource use, and reduce the use of paper by 21,135 sheets, with a carbon reduction of 380 kg/CO2e.
- Using the electronic document system and application fee system, the paper usage was reduced by 11,000 sheets in 2021, and the converted carbon reduction reached 198 kg/CO2e.
- Using the video conferencing system to reduce carbon emissions from commuting, 12 round-trips for education and training in the central and southern regions, 24 executive meetings, and 10 manufacturer development meetings.
- In 2021, due to the impact of the epidemic, the implementation of home and diversion to work reduced water consumption by 43.8% compared with last year.



## Performance Highlight



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# ESG Development & Outlook

## Executive Performance

### Social



- Colleagues get the education and training subsidy per year.
- Provide various training courses of the four major colleges for salesperson
- Cooperated with Hua-shan Foundation on the project for the elderly (New Year, Mid-Autumn Festival, Dragon Boat Festival), and pledged to donate 800 care gifts for the consecutive years.
- For 2 consecutive years, Kaohsiung Loyalty System has held charity material collection activities, donating to remote villages and disadvantaged groups.
- For two consecutive years, the Taipei-Chongqing unit held a Christmas wish-raising event and donated to Yi-gang Nursery Home.
- For 11 consecutive years, the three districts of North, Central and South have jointly responded to blood donation activities, with a cumulative number of participants reaching 3,500.
- For 17 consecutive years, he has donated scholarships to the Department of Finance and Economics of the University of Science and Technology, and the cumulative number of beneficiaries has reached 170. °

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ISO27001 Certificate

BS10012 Certificate



# ESG Development & Outlook

## Executive Performance

### Governance



- Top 20% of listed companies in the 8th Corporate Governance Evaluation, and won this honor for six consecutive years.
- Actively implement perpetual finance, respond to the principle of perpetual insurance, and continue to provide social-friendly products and services such as retirement and nursing care for the elderly.
- The 2021 customer satisfaction survey was 95.34%.
- In 2016, it obtained the ISO27001:2013 international certification of information security management system.
- Completed the establishment of BS 10012:2017 Personal Information Management System Framework from 2017, and obtained BS 10012 verification in 2022.

ESG Official Website for Corporate Sustainability





20TH

2002 ~ 2022

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## 2022

- ★ Passed BS10012:2017 Personal Information Management System (PIMS) International Standard Verification
- ★ Won the "2021 The Brand YUSHAN National Award" of Outstanding Enterprise Category
- ★ Received the "2022 Quality Brokerage Company" from Farglory Life.

## 2021

- ★ Six-hour legal compliance course self-built digital learning platform officially launched
- ★ Ranked top 20% in the 8th Corporate Governance Evaluation hosted by Taiwan Stock Exchange and Taipei Exchange
- ★ Won the "22+1th Faith, Hope & Love Awards of Insurance" from RMIM Inc. as the Social Responsibility
- ★ Won the 2020 Corporate Social Report Bronze Prize of 2021 (14th) Taiwan Corporate Sustainability Awards Finance and Insurance categories
- ★ Tainan workplace 2.0 completed and started the new era of mobile office
- ★ Won the "Guardian Archangel" from Huashan Social Welfare Foundation
- ★ Won the "2021 Best Performance Award, Foreign Currency Master Award and Best Persistency Award of Coniferin Honorary Assembly as Brokerage Agent" from Taiwan Life
- ★ Won the "2021 Best Premium Award" from Shin Kong Life
- ★ Won the "2020 Best Partner Award of Coniferin Honorary Assembly as Brokerage Agent" from TLG Insurance

## 2020

- ★ Ranked top 20% in the 7th Corporate Governance Evaluation hosted by Taiwan Stock Exchange and Taipei Exchange
- ★ Won the 2020 Corporate Social Report Bronze Prize of 2020 (13th) Taiwan Corporate Sustainability Awards Finance and Insurance categories
- ★ Taoyuan and Taichung workplace 2.0 completed and started the new era of mobile office
- ★ Received the "2020 Quality Brokerage Company" from Farglory Life.
- ★ Received the "2020 Ten million club" from Hontai Life
- ★ Won the "2020 Best Partner Award of Coniferin Honorary Assembly as Brokerage Agent" from TLG Insurance
- ★ Won the "2020 Best Performance Award, New Contract Entry Quality Award, Health Master Award and Best Persistency Award of Coniferin Honorary Assembly as Brokerage Agent" from Taiwan Life

## 2019

- ★ Ranked top 20% in the 6th Corporate Governance Evaluation hosted by Taiwan Stock Exchange and Taipei Exchange
- ★ Won the "Guardian Archangel" from Huashan Social Welfare Foundation
- ★ Received the "2019 Quality Brokerage Company" from Farglory Life.
- ★ Received the "2019 Ten million club" from Hontai Life
- ★ Won the "2019 Best Quality Award of Coniferin Honorary Assembly as Brokerage Agent" from TLG Insurance
- ★ Won the "2019 Best Performance Award, New Contract Entry Quality Award and Health Master Award, of Coniferin Honorary Assembly as Brokerage Agent" from Taiwan Life



國家品牌玉山獎  
2022

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## Recruitment & Expansion



**Systematic  
Training**



**Diversified  
Organizational  
Development**



**Overall  
Quality  
Assurance**



**Recruit and  
Cultivate  
Talents**



**Discipline and  
Quality  
Requirements**

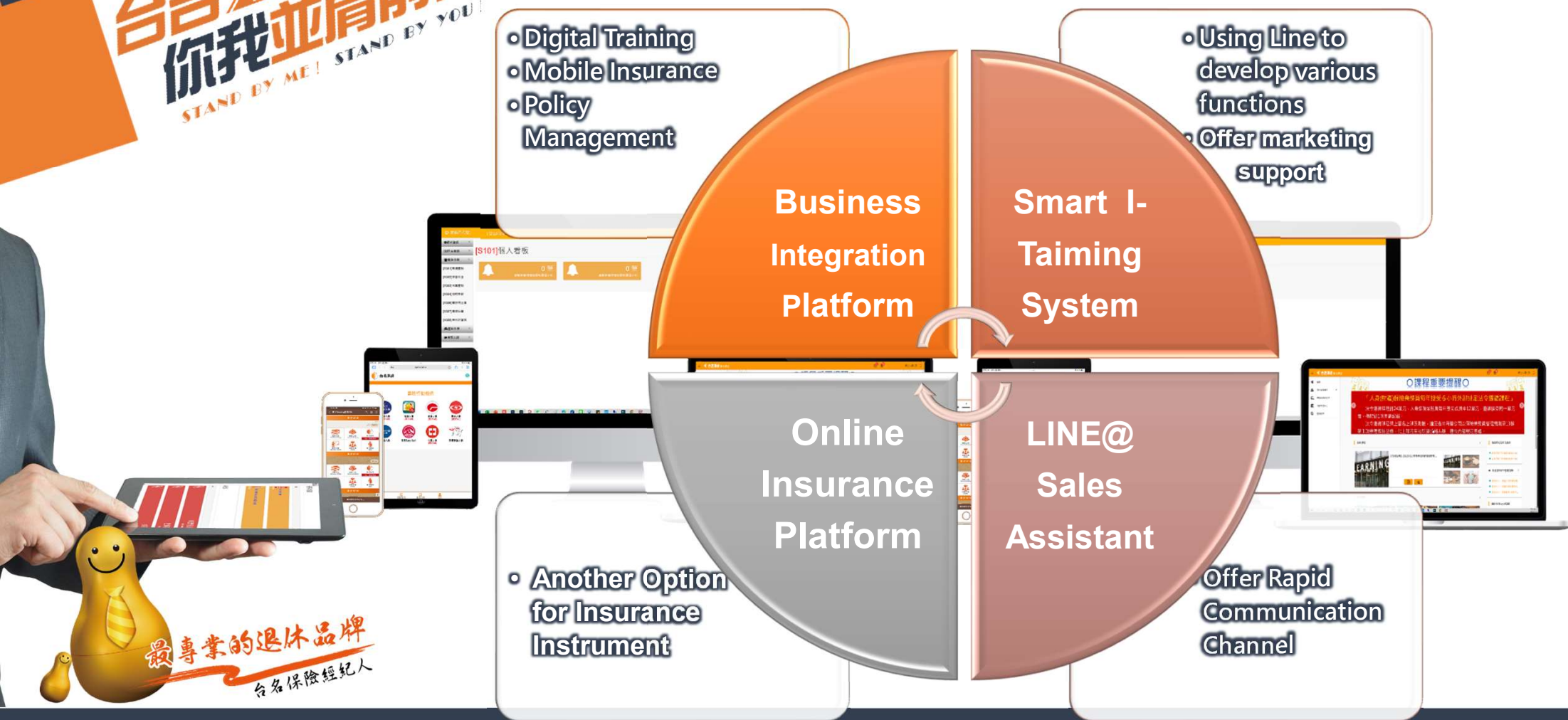




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## Digital Development



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# ESG Development & Outlook

## Digital Development

### The Trend of Insurance



**Sales 1.0(Paper)**

**Paper document  
Face to Face**



**Sales 2.0(Mobile)**

**One iPad  
Face to Face**



**Sales 3.0(Video)**

**One iPad  
One iPhone  
Video Conference**



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# Q & A



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