

## Current goals

The goal below has been saved for later.

Goal

Strategic initiatives

Description

- Set up and roll out Privileged Client Servicing Unit
- Launch one new flagship branch in 3Q 2016
- Support Wing digital application launch
- Support execution of LINE social media platform
- Support Agency terms & conditions and new Agency compensation rollout
- Support Agency growth
- Support Partnership channel's expansion initiatives
- Implement EPOS for Agency

Category

Business Goal

Weight

15

Due Date

12/31/2016

Associated Reviews

Status

Not Started

Goal

Customer Centricity to provide unsurpassed customer experience

Description

- Embed and cultivate a customer obsessed culture and discipline in a way that every member of my team understands
- Deliver holistic solutions to customers by offering the right solutions that meet their needs at the right time
- Support development of a seamless integration of digital direct channel into our overall Omni - channel strategy to provide customers choices in how they interact with us to increase our market share by 10%
- Increase Net Promoter Score (NPS) in 2016 by 3%
- Enhance customer website to increase registered customers by at least 5%

Category

## Business Goal

## Weight

25

## Due Date

12/31/2016

## Associated Reviews

## Status

25% complete

## Goal

Financial

## Description

- Support the execution of our strategic plan to deliver the 2016 financial targets and generate momentum to exceed our 2017-2019 financial aspirations
- Help identify and prioritize new opportunities to enhance and accelerate delivery of our 2019 financial aspirations to achieve \$6.5 million APE
- Help optimize our strategy and operating platform to drive scale benefits to expand total NBV and NBV margin
- Improve 13 months APE Persistency and electronic payment ratios to 85% and 90% respectively
- Manage expenses within budget 2016

## Category

Business Goal

## Weight

15

## Due Date

12/31/2016

## Associated Reviews

## Status

25% complete

## Goal

Others

## Description

- Support batch run to make sure the process is smooth and work with GBO (MBPS) to make sure they perform based on our

schedule.

- Provide training, support and help to build up IS team.

Category

Business Goal

Weight

10

Due Date

12/31/2016

Associated Reviews

Status

Goal

Risk Culture and Management

Description

- Promote a 'risk-aware' culture among team members to encourage proactive behavior to make balanced risk-return decisions, on a comprehensive basis, that are in the long-term interest of the company
- Ensure that the exposures and business activities are consistent with the Company's risk appetite and where exceptions may be required they are promptly evaluated and approved at the appropriate level
- Help achieve satisfactory assessment on all 2016 audits, both internal and external

Category

Risk Goal

Weight

15

Due Date

12/31/2016

Associated Reviews

Status

25% complete

Goal

Strategic initiatives

Description

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Category  
Business Goal

Weight  
35

Due Date  
12/31/2016

Associated Reviews

Status  
25% complete