Aegon THTF Life Insurance Co., Ltd (hereafter called Aegon THTF)

Aegon THTF is established by Aegon N.V. (Aegon) and Tongluo Zhongbang Co., Ltd (THTF) both holding 50% shares. In 2003, the life insurance company embarked on business in China. The company has RMB 2.5 billion registered capital and assets totaling over RMB 7.7 billion, providing sound insurance protection for more than 2 million customers. Aegon THTF has established many branches around the country, including Shanghai, Beijing, Jiangsu, Zhejiang, Guangdong, Tianjin, Qingdao, Hefei, Hubei, Fujian, Sichuan and Shenzhen, etc.
**Our Mission**

We want to help people achieve a lifestyle of financial security.

**Our Vision**

We aim to become the most recommended life insurance company in China.

**Our Values**

Taking accountability, working together, bringing clarity and exceeding expectations.
合志同方 Share Beliefs

“合志同方”是中方公司与方正宽带的合作理念，意在双方共同推动宽带产业发展，构建一个包含技术、产品和市场服务的全方位合作平台，共同促进宽带产业的发展。合作双方将以“志同道合”为理念，同心协力，共同推进宽带产业发展，共创辉煌未来。

SHARE AND BELIEVE” is cited from the Book of Nine Classics: “The Behaved get together and share a common goal. They get on well to make in same or different social positions.” Together, high-tech based company THW and world insurance giant Aegon invest in August THW, aiming to advance along with the growing Chinese insurance market. Meanwhile, Aegon THW aims to build an ideal team, and with its high-quality products and services, work together to help people achieve a Lifetime of Security.

智领未来 Transform Tomorrow

“智领未来”是与方正宽带的合作理念，旨在推动智能、专业化发展。将实践化、以智能为手段推动更多“Tyke”计划的创新。合作双方将共同推动新科技发展、市场和产品的创新，以求实现双方的共同目标，帮助客户实现“智领”未来，通过构建合作模式，以及通过合作实现共同目标的未来。

“TRANSFORM TOMORROW” refers to the future ambition Aegon THW feels to lead the industry with its intelligence, professionalism and digitization awareness as well as innovation spirit. With powerful “intelligence” measures and services offered, we provide sound protection. With a leading “digital” mindset, we offer more convenience and customer service for customers. With the innovative “digital” operation, we offer for excellence, redefining traditional business models, and creating a new future for enterprises and customers.
实力股东 强强联手

Strong Shareholders Win-Win Cooperation

荷兰全球人寿保险集团 Aegon

Aegon is one of the world’s largest life insurers, offering products in over 20 countries. As an innovative, diversified financial services group, Aegon is committed to providing excellent customer service and investment performance worldwide.

Strong Asset

Total assets of €1.1 trillion

Too Big To Fail

In 2008, Aegon became the first non-bank financial institution to receive systemic importance designation.

World 500

Ranked 59 in the Fortune Global 500

Global Reach

Over 150m customers worldwide

International

 Listed on the Amsterdam Stock Exchange and the New York Stock Exchange

S&P Rating

A- rated

(As at 01/02/2022)
Strong Shareholders Win-Win Cooperation

Our focus is on long-term growth, and we believe in the power of strategic alliances and partnerships.

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The First of School Enterprise Reform

As a response to the CPC Central Committee and State Council’s guideline and school reform, the outstanding performance of THTF's innovation ability in the field of education and economy, coupled with the rich and capable human resources, have laid a solid foundation for the company's further development.

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Well-Known Brand

Selected in the awards such as “National New and High-Tech Company”, “Key Enterprise in Information System Integration and Service Industry”, “China Top 500 Company with Comprehensive Competitiveness in Software and IT Services” and others.

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Global Scientific Research Capability

- Establishing national engineering research centers, joint laboratories in cooperation with universities, and other research institutions;
- Holding over 5000 patents for national and overseas invention and utility model patents;
- Undertaking over 200 provincial, ministerial and national projects, and obtaining over 10 national and provincial scientific and technological prizes.

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Worldwide Service

Providing technologies, products and services for customers in more than 150 countries and areas across five continents.
四大核心 彰显优势
Four Core Brand Positions Showcase Strength

健康保险领域
Leader in health insurance
产品实力与市场认可
Product strength and industry benchmark

公司凭借多年积累的市场洞察、产品创新和优秀的客户服务，连续多年获得行业内外的高度评价。公司以持续创新为核心竞争力，致力于为客户提供更全面、更贴心的健康保险产品。

作为一家健康保险领域的领导品牌，Aviva THI provides products with a blending of health protection, and well-rounded health management services by partnering with medical service institutions. The award-winning insurance products such as Xiang Jian Yi Sheng, have set benchmarks for the industry.

养老服务探索者
Explorer in pension service
布养老年探索蓝海
Offer retirement solutions | Explore blue ocean

基于公司长期对“终身”养老保障的深刻理解和对养老服务的丰富经验，公司推出专属服务，为客户提供全面的养老服务解决方案。

Aviva THI, has been collaborating with Tianjin University for years to carry out joint research on Chinese residents’ retirement readiness. Based on the world leading retirement financial service experience of the company’s foreign shareholders, Aviva, and advantageous resources from partners, we provide high-quality financial products and one-stop retirement solutions for retirees.

数字保险践行者
Practitioner in digital insurance
数字先驱 全面引领数字保险
Digital transformation lead the way

公司秉承“以客户为中心”的经营理念，持续深化数字化转型，以“数字保险”为驱动，全面引领数字保险。

October 18th is Aviva THI’s Digital Insurance Day, we are committed to creating the “three application scenarios”, including the sales application channel (such as Zen Smart Agency Platform), the service application channel and the core application of the core. These three application scenarios will bring about business development, improve customer experience, and enhance operational efficiency. We aim to become the leading digital life insurance company.

公益事业筑梦者
Dream builder for next generation
责任担当 共筑未来
Undertake social responsibility | Build a better world

“国投旗下泰康人寿”新推出的“泰康梦享基金”旨在支持青少年公益活动。公司与多家公益机构和组织合作，通过此公益基金促进青少年参与社区服务和公益活动。

“Aviva THI Dream Builder Initiative” is focusing on health, nutrition, education, and development for kids. The company builds the volunteer team and has been doing work on corporate social responsibility through multiple programs. As of the end of 2020, the company has donated over 100,000 yuan for around 10,000 teenagers in need through two CSR projects: the “Morning KG” and the “Scoring Cheng Ling Chehelou Date Student” project.
植根中国 辐射全国
Rooted In China With Business Spreading Across The Country
风华正茂 载誉业界

In Our Prime Recognized By The Industry

2020年度经营效率保险公英奖

2019年荣获“年度最具影响力保险公司奖”

2017、2019年中国保险峰会评出“行业影响力品牌奖”

2018年中国保险行业评选“2018年度保险创新影响力奖”

2020年荣获行业奖项

2019年度新锐公司，荣获“业务效率保险公司奖”

四方企业“最佳企业”系列产品服务行业领先

中国最具“品牌价值”教育保险产品计划荣获“2015年度优秀保险产品奖”

四方企业“值得信赖”教育保险荣获“2019年度教育推荐保险产品奖”

四方企业“市场领先”教育保险荣获“2019年度市场领先教育保险产品卓越奖”

深信保产险被新经济案例“2019年度市场领先教育保险产品卓越奖”

2009 Insurance Company with Efficient Operation Award

2010 JIA Drug Price Life Insurance Company of the Year

2011, 2015 China Finance Summit China Life Award/The Industry Award

2012 China Insurance 100 Award – 2012 Golden Insurance Claim Award

2015 Share Charitable Awards for Fighting Against COVID-19

2016 Finance Technology JIA Pu Award – Excellent Dignity Insurance Company of the Year

The Yang Jian Yin Sheng articles received many industry awards

The Yang Jian Yin Sheng Education Insurance Plan was named the 2016 Insurance Product of the Year

The [Mei Shi Hong Yuan Life Insurance Product was named the 2015 Life Insurance Product Worth Recommendation

The [Mei Shi Hong Yuan Life Insurance product was received the 2019 JIA Li Pu Prize “Innovative Insurance Product of the Year”

Shenzhen Medical Insurance Program received “2020 Innovative Insurance Product”