VIETNAM REPORT

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QUESTIONNAIRE

(On the rankings of the Top 10 Most Reputable Insurance Companies in 2025)

All information collected will be treated with utmost discretion and confidentiality for study purposes. Please fill out this questionnaire and then send it to us **by 5:00 p.m. on May 23, 2025**. Thank you very much for your cooperation!	Please scan the QR code to download the questionnaire (if necessary):

A – ENTERPRISE'S INFORMATION

1. **Company Name:**……………………………………………………………………………

2. **Tax code:**……………………………………………………………………………………

3. **Main business field:**

   □ Life insurance

   □ Non-life insurance

   □ Others (please specify):……………………………………………………………………...

4. **Financial information**

Criteria	In 2024	In Q1/2025
Total assets (VND million)		
Equity (VND million)		
Insurance premiums revenue (VND million)		
Total revenue (VND million)		
Profit before tax (VND million)		
Profit after tax (VND million)		

B - OUTLOOK OF THE ECONOMY AND INSURANCE INDUSTRY IN 2025

5. **How does your enterprise assess Vietnam's economic growth in 2025?**

   □ Below 6,0%

   □ From 6.0% to 6.5%

□ From above 6.5% to 7.0%

□ From above 7.0% to 7.5%

□ From above 7.5% to 8.0%

□ Above 8.0%

6. What is your assessment of the Insurance industry's growth in 2025?

□ Below 5%

□ From 5% to 10%

□ From above 10% to 15%

□ Above 15%

7. Has the new U.S. reciprocal tax policy had any impact on your enterprise's business operations?

□ Yes

□ No

□ Not sure

8. If yes, please rate the impact

Minor impact   Major impact

1	2	3	4	5
□	□	□	□	□

9. What are the Top 4 opportunities for the Insurance industry in your opinion at this time?

□ The strong growth of the tourism industry

□ Disbursement of public investment capital has been promoted

□ Low insurance penetration rate

□ People's better awareness and education on finance and insurance

□ The emergence of new products and distribution channels

□ Speedy technology development and its comprehensive applications in the insurance value chain

□ The non-life insurance market is expected to have positive changes

□ Others (please specify) …………………………………………………………………………………

10. What do Insurance enterprise face the top 5 challenges in 2025?

□ The U.S.-China trade war

□ Consumers have higher demands for insurance products.

□ Consumers tighten their spending budgets, leading to a decrease in demand for new insurance

□ Consumers do not understand insurance policies

□ Compensation rates and insurance payments increased

□ Risks from natural disasters, severe weather, epidemics ...

□ Increasing competition in the industry

□ Fraud detection and prevention

□ Lack of high-quality human resources having a clear understanding of insurance products

□ Others (please specify) …………………………………………………………………………………

11. What are your enterprise's Top 5 priorities this time?

□ Increase revenue

□ Expand the operation network by opening representative offices/branches

□ Improve the quality of corporate governance according to international practices

□ Improve innovation capacity for product differentiation

□ Apply new technology to improve the efficiency of the IT application

□ Use security software to enhance their cybersecurity, avoid leaking customer information

□ Improve customer service quality

□ Construct customer-centric operations

□ Diversify sales channels: E-commerce, Fintechs, Bancassurance, …

□ Promote training, improving knowledge, and consulting skills for the consultants team/ insurance agents/ bankers selling insurance

□ Act on ESG commitment

□ Others (please specify): ………………………………………………………………………………….

C- HUMAN RESOURCE MANAGEMENT IN INSURANCE ENTERPRISES

12. To improve the situation of insurance advisors recommending incorrect insurance products, which solutions has your business used to address this issue?

□ Promote professional and product training courses for consultants

□ Introduce strict punishment rules if employees violate many times

□ Replace a bank consultant with an insurance company employee

□ Provide terms of agreement when signing insurance distribution cooperation via banks

□ Others (please specify) …………………………………………………………………………………..

13. What are the current focus areas of training programs for your enterprise's team of insurance advisors?

□ In-depth knowledge of insurance products

□ Sales and customer consultation skills

□ Professional ethics and legal/regulatory compliance

□ Application of digital technology in advisory and customer management activities

□ Others (please specify): ………………………………………………………………………………

14. In 2025, which policies has your enterprise implemented or planned to retain top-performing insurance advisors?

□ Enhanced performance-based bonus and commission schemes

□ Improvements in corporate culture and the creation of a positive working environment

□ Clear and transparent career advancement and professional development pathways

□ Specialized training programs or support for international certifications

□ Policies supporting work–life balance

□ Others (please specify): ……………………………………………………………………………

D- TECHNOLOGY APPLICATIONS IN INSURANCE ENTERPRISES

15. How does your business' expected level of technology investment in 2025 compare to 2024?

□ Significantly higher

□ Slightly higher

□ Equivalent

□ Slightly lower

□ Significantly lower

16.   How is Insurtech applied to your business?

□ Creating an application on smart devices

□ Using ChatBot

□ Distributing insurance online, on social networking websites

□ Distributing insurance on a Web aggregator

□ Improving the Peer-to-peer insurance model

□ Using Core insurance software

□ Using Optical Character Recognition (OCR) to convert an image of text into a machine-readable text format

□ Using Cloud Computing to store and retrieve data on the Internet

□ Using AI in repetitive tasks such as automatic call centers, scoring consultants, reminders, etc

□ Using eKYC to make an insurance profile

□ Using AI in proposals for insurance, underwriting, claim processing, and fraud detection

□ Others (please specify): ……………………………………………………………………………..

17. How would you assess the current level of technology adoption within your enterprise?

	Very Low	Low	Medium	High	Very High
General technology adoption	□	□	□	□	□
Big Data	□	□	□	□	□
Chatbots / Voice Assistants	□	□	□	□	□
Artificial Intelligence (AI)	□	□	□	□	□
Robotic Process Automation (RPA)	□	□	□	□	□
Cloud Computing	□	□	□	□	□
Internet of Things (IoT)	□	□	□	□	□
Blockchain	□	□	□	□	□
Machine Learning	□	□	□	□	□
Enterprise Resource Planning (ERP) systems	□	□	□	□	□
Others (please specify):	□	□	□	□	□

E- THE ENTERPRISE'S ESG IMPLEMENTATION PROCESS

18. Choose the statement that best describes the current status of the organization's ESG commitment.

□ Do not plan to identify/ make an ESG commitment

□ In the planning phase

□ Have made part of the ESG commitment and plan

□ Have made a full ESG commitment and plan

19. What actions will your business take towards your ESG commitment?

□ Development of insurance products aligned with ESG principles

□ Transparency of management information

□ Organize seminars to enhance employees' knowledge of ESG

□ Provide suitable insurance products for people with low/middle-income

□ Eliminating single-use plastic in all business operations

□ Applying digital signatures to reduce paper usage.

□ Implementing policies for employee benefits, training, and retention

□ Applying DEI (Diversity – Equity – Inclusion) principles in the corporate culture

□ Actively participating in social activities

□ Others (please specify): ………………………………………………………………………….

20. Which type of ESG-related insurance product is your enterprise planning to prioritize for development in 2025?

□ Renewable energy insurance

□ Environmental liability insurance

□ Green building insurance

□ No plan to develop ESG-related insurance products

□ Other (please specify): …………………………………………………………………………

21. **Which barriers prevent your enterprise from committing to ESG?**

□ Lack of information

□ Financial capability

□ Company size

□ Employees do not have the necessary knowledge and expertise in ESG

□ Absence of final, transparent regulations

□ Senior managers need to upskill in the necessary knowledge and capacity to implement ESG

□ Others (please specify): …………………………………………………………………………..

E- ASSESSMENT OF REPUTABLE INSURANCE ENTERPRISES

Which are the most reputable enterprises in Vietnam's insurance industry in your assessment? *(Please rank 1-10 for enterprises listed below with rank 1 as the most reputable insurance enterprise)*

I. LIFE INSURANCE

Ranking	Company

II. NON-LIFE INSURANCE

Ranking	Company

RESPONDENT INFORMATION

Full name: …………..……………………………………………………………………………….……

Position: ……………………………………………………………………………………………....

Address: ……………………………………………………………………………………………...

Mobile: ……………………………………… Email: ……………………………………………..

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REPRESENTATIVE

(Signed and Sealed)

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Thank you for your cooperation!