

企业融力

Introduction to GCL

Generali China Life

Create value for clients, shareholders, sales agents, employees and the society

为客户、股东、营销员、员工及社会创造价值



中意人寿保险有限公司成立于2002年, 由中国石油天然气集团有限公司 (CNPC) 和意大利忠利保险有限公司 (ASSICURAZIONI GENERALI) 合资组建, 是中国加入世界贸易组织后首家获准成立的中外合资保险公司。2016年9月, 中方股东中国石油天然气集团有限公司将其持有的50%股权无偿划转给中国石油集团资本有限责任公司。目前, 中意人寿注册资本37亿元, 总资产700多亿元。

中意人寿引进国际先进的保险知识和经验, 立足中国市场, 为客户量身定做个性化、多样化、满足不同保障需求的保险产品, 主要包括人寿保险、意外保险、健康保险、投资型保险以及团体雇员福利计划。这些产品保障面广、费率灵活、保障利益全面、可组合搭配, 形成了具有鲜明特色和创新优势的中意人寿产品系列。

中意人寿秉承“以客为尊”的服务理念, 竭诚为客户提供全方位、专业化、高品质的服务, 理赔服务的时效与品质长期稳居行业前列。同时倡导差异化服务, 不断创新服务内涵。全球紧急救援、直接付费医疗等, 形成了中意人寿的特色服务, 让客户尽享一流保险公司服务的优越与尊崇。

依托忠利集团的保险经营经验和两大股东的雄厚实力, 中意人寿致力于打造成国内一流的保险公司, 按照“诚信为本、客户为尊、专业为基、创新为魂”的经营理念, 坚持“自律、进取、学习”行为准则, 努力为客户、股东、营销员、员工和社会创造价值。

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Generali China Life Insurance Co., Ltd (hereinafter referred to as GCL), founded in 2002 as a joint-venture between Assicurazioni Generali S.p.A. (Generali) and China National Petroleum Corporation (hereinafter referred to as CNPC), was the first Sino-foreign joint-ventured insurer approved by the Chinese Government for operation after China joined the World Trade Organization (WTO). In September 2016, the Chinese shareholder China National Petroleum Corporation (“CNPC”) transferred its 50% equity interest in Generali China Life Insurance Co., Ltd. (“GCL”) to CNPC Capital Company Limited for free. At present, the registered capital of GCL is 3.7 billion RMB and its total assets are more than 70 billion RMB.

Leveraging internationally advanced insurance knowledge and experience and targeted at the Chinese market, GCL provides diverse tailor-made insurance products that meet different needs of the clients, including life insurance, accident insurance, health insurance, investment-oriented insurance and employee benefits programs. These products provide wide protections and all-round benefits with flexible premium options and free combinations, which have generated strong characteristics and innovative advantages.

GCL sticks to the “customer-oriented” service philosophy and is dedicated to providing all-round, professional and high-quality services for clients. The quality and efficiency of claim service of GCL has long been leading the insurance industry. Meanwhile, GCL advocates differentiated services and keeps making innovation on service contents. It has developed new types of services such as global emergency assistance and direct-billing medical service, which enable customers to enjoy privileged and superior customer attention.

Backed by Generali’s experience in insurance business and the strength of CNPC and Generali, GCL is committed to building itself into a first-class insurance company in China. Based on its business philosophy of “honesty, customer-first, professionalism and innovation” , stick to the principle of “self-discipline, enterprising, keep learning” , GCL is devoted to create maximum value for its clients, shareholders, sales agents, employees and the society.

股东实力

Shareholders

Generali China Life

Cooperation between two giants brings about brilliant achievements

强强联合, 成就无限



中油资本

中国石油集团资本有限责任公司是中国石油天然气集团公司金融业务管理的专业化公司, 是中国石油金融业务整合、金融股权投资、金融资产管理和监督、金融业务风险管控的平台。

CNPC Capital Company Limited specializes in financial business management, and serves as CNPC’s platform for financial business integration, financial equity investment, financial asset management and supervision, and financial business risk control.

其以控（参）股方式投资于昆仑银行股份有限公司、中意人寿保险有限公司等十家金融企业, 通过规范完善的法人治理结构, 对控（参）股金融企业进行有效管理, 推动产融协同、融融合作, 实现资源共享。

It has invested in Bank of Kunlun Co., Ltd., GCL and other eight financial enterprises by (majority) shareholding, managed these enterprises with a standard and sound corporate governance to improve industry-finance coordination, cooperation between various financial sources and achieve resources sharing.

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意大利忠利保险有限公司

Assicurazioni Generali S.p.A.

意大利忠利保险有限公司是一家集团型保险金融公司, 自1831年独立经营以来, 在全球拥有强劲的表现。

Generali is one of the largest global insurance and asset management providers. Established in 1831.

作为世界领先的保险服务商, 业务遍布全球50个国家, 2018年保费收入总额超过660亿欧元。集团拥有近71000名员工, 为6100万客户服务, 在欧洲处于行业领先地位, 在亚洲和拉丁美洲的业务也在不断增长。忠利集团的目标是成为客户的终身合作伙伴, 凭借强大的分销网络提供创新和个性化的解决方案。在《财富》杂志2018年公布的世界500强企业最新排名中列第59位。

it is present in 50 countries in the world, with a total premium income of more than € 66 billion in 2018. With nearly 71,000 employees serving 61 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. Generali’s ambition is to be the life-time partner to its customers, offering innovative and personalized solutions thanks to an unmatched distribution network. Generali ranked 59th on Fortune 500 that published by Fortune magazine in 2018.

渠道盛力

Channels

Generali China Life

GCL has maintained a solid development, with its channels expanding healthily, rapidly and sustainably

稳健经营, 各渠道保持健康、快速、持续发展

多年来, 中意人寿稳健经营, 各渠道保持健康、快速、持续发展。

Over the years, GCL has maintained a solid development, with its channels expanding healthily, rapidly and sustainably.

个人营销渠道以打造知识型、专业化营销员队伍在业内享有盛誉, 业务蓬勃发展, 赢得了客户的高度认可。

The Knowledge Agency Channel, well known for its efforts in building a knowledgeable and professional team of individual agents, has developed prosperously and has won the recognition from the clients.

银行保险渠道与国内各大银行之间保持着紧密、良好的合作, 业绩长期位居外资、合资保险公司前列。

The Bancassurance Channel has maintained close and sound cooperation with major banks in China.



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团体保险渠道服务于众多世界**500**强在华企业和国内知名企业单位, 业务规模和品质长期稳居外资、合资保险公司之首。

The Group Business Channel serves plenty of global top 500 enterprises in China as well as many well-known Chinese enterprises and institutions; its business scale and quality has long been No. 1 among foreign and joint-ventured insurance companies.

经纪代理渠道依托强大的后援支持平台和先进的服务理念, 与多家大型集团性代理公司建立合作, 业务发展迅速。

The General Agency Channel, relying on its strong support platform and advanced service concepts, has established good cooperation with many agents of large-scale companies and has seen its business developing rapidly. With innovative products and through professional telemarketing,

网电业务渠道借助电话、互联网、电子商务技术等手段开展保险推广、销售和服务的渠道, 为客户提供快捷、高效、自主的保险信息、保险产品和保险服务。

Telemarketing & Electronic business channel aims to conduct insurance promotions, sales and services via telephone, internet and e-business, to provide necessary information, insurance product and service for our customers in a promptly, efficient and optional way.

此外, 为了更好地为中方股东中国石油提供保险服务, 中意人寿专门组建了由高素质员工组成的**中国石油关联业务渠道**, 负责为中国石油广大在职及离退休职工提供保险保障服务, 重点向中国石油所属单位提供各类团体保险业务的承保、理赔和后续服务等工作。

In addition, in order to provide better service for its Chinese shareholder, GCL established CNPC Captive Business Channel with a dedicated team to provide exclusive insurance services for CNPC’s employees and retirees. The services provided for affiliated companies of CNPC mainly include underwriting and claim dealing of various group insurance programs as well as some follow-up services.

机构展力

Branches

Generali China Life

Over 100 offices are established across the country

稳健拓展, 100余家分支机构遍及全国

作为合资寿险公司在中国发展的典范, 中意人寿相比于中资保险公司的快速扩展战略, 经营更加趋于稳健谨慎, 坚持以内涵价值为导向, 注重效益, 成立**10**多年, 在广东、北京、上海、江苏、深圳、辽宁、四川、陕西、山东、黑龙江、湖北、河南、浙江、福建、重庆等地开设15家省级分公司。

As a model of joint-ventured life insurance company in China, GCL tends to be more prudent in business operation, compared with the aggressive expansion strategy adopted by Chinese insurance companies. GCL adheres to the embedded value and value creation , emphasizing efficiency and performance. Over the past 15 years since its establishment, GCL has set up more 10 provincial branches and a total of 100 branch offices spread in Guangdong, Beijing, Shanghai, Jiangsu, Shenzhen, Liaoning, Sichuan, Shaanxi, Shandong, Heilongjiang, Hubei, Henan, Zhejiang, Fujian, Chongqing.



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荣誉信力
Honors

Generali China Life

Ten years of
constant innovation wins various honors

十余载稳健创新，十余载春华秋实

作为企业文化的一部分，荣誉既是企业品牌的载体，也是政府、社会、媒体和客户对中意人寿的信任。这种信任的力量将推动企业品牌的发展与升华。

中意人寿凭借其稳健发展，收获了由《金融时报》、和讯网颁发的“影响力合资保险公司奖”，“最具创新力保险公司奖”和“年度最值得信赖合资保险公司奖”。中意人寿在科技创新、便捷服务和品牌建设方面做出卓越的成绩，获得“年度质效双保障示范单位”称号以及中国保险行业协会公众宣传大比武“最佳传播奖”。中意人寿产品以其优异的创新性和保障性，也赢得了权威媒体和社会公众的好评。“中意一生挚爱（少儿版）年金保险（分红型）保险产品”、“中意年年悦两全保险产品”获得中国保险报“年度保险产品”称号；“中意一生安康重大疾病保险产品”在和讯网主办的“第十六届财经风云榜保险行业评选”活动中获得“年度创新力产品”的荣誉。

Honors, as part of the corporate culture, represent the image of the company and embody the trust from the government, the public, media and clients. The power of trust will help promote the development of GCL's corporate brand.

Thanks to its stable development, GCL was awarded as the "Influential Joint Venture Insurance Company Award" and "Most Innovative Insurance Company Award" and "Annual Most Reliable Joint Venture Insurance Company Award" by the Financial Times and Hexun.com. Owing to its remarkable achievements in technological innovation, convenient service and brand building, GCL has honored as the "Annual Quality and Efficiency Double Guarantee Demonstration Unit" and the "Best Communication Award" by the Chinese Insurance Industry Association. In addition, GCL has received highly praise from the popular media and the public for its innovative and safe products. "GCL Yi Sheng Zhi Ai (children's edition) annuity insurance (dividend-sharing type) insurance products" and "GCL Nian Nian You Yue insurance Plan" was awarded as the "Annual Insurance Products" by the China Insurance Daily. "GCL Yi Sheng An Kang insurance Plan" was awarded as the "Annual Innovative products" by the Hexun.com.

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We care for your life
中意人生 一生中意



2015年1月，中意人寿在由“和讯网”主办的“第13届财经风云榜”评选活动中获评“年度最值得信赖合资保险公司”称号。

2016年，中意人寿在由“和讯网”主办的“第14届财经风云榜”评选活动中获评“影响力合资保险公司”称号。

2016年12月，中意人寿“一生真爱年金保险（分红型）”荣获《大众理财顾问》“金理财2016畅销保险产品奖”。

2018年，中意人寿在金融时报社主办的“中国金融机构金榜·金龙奖”活动中荣获“2018年度最具创新力保险公司”的称号。

2018年，中意人寿“中意一生安康重大疾病保险产品”在和讯网主办的“第十六届财经风云榜保险行业评选”活动中获得“年度创新力产品”的荣誉。

In January 2015,GCL was awarded as the" Most Trusted Joint Venture Insurance Company of the Year" in the "13th Financial and Economic List" organized by Hexun.com.

In 2016, GCL was awarded as the "Influential Joint Venture Insurance Company" in the "14th Financial and Economic List" organized by Hexun.com.

In December 2016, GCL Yi Sheng Zhen Ai Annuity Insurance Plan (Dividend-Sharing) won the Best-Selling Insurance Products Award" by the "Mass Financial Consultant".

In 2018, GCL was awarded as the "Most Innovative Insurance Company of 2018" in the event of "Golden Dragon Award of China's Financial Institutions" organized by the Financial Times.

In 2018, GCL Yi Sheng An Kang Major Disease Insurance Products won the honor of "Annual Innovative Product" in the "Sixteenth Financial and Economic Wind List Insurance Industry Selection" organized by Hexun.com.

关爱众力
CSR

Generali China Life

It's the most truehearted wish of
all GCL people to safeguard and care for your life

保障生命、关爱生命，是每一个中意人最真挚的心愿

在很多时候，人们只是简单地把公益事业看作是捐钱，其实不然。我们在给予别人帮助时，我们自己反而收获更多。因为，他们虽然在物质上不及我们富有，但他们却让我们的灵魂更加丰满，让我们愈加完美。

People have always looked at donations as a one-way street; from the donors to those who are in need of support. But there is much more to it. A return street; from them to us, which enriches our souls and contributes in making us better people.



中意人寿是少有的拥有自己公益品牌的合资保险公司。“爱·我中意”之于中意人寿，不仅是一个公益品牌，更像是一面旗帜，每一名员工都自发地团结旗下，与公司一道积极践行企业公民责任。关爱，对中意人寿，对中意人寿的员工来说，不仅是一种力量，更是一种血脉的传承。在“爱·我中意”公益品牌的指引下，中意人寿总、分公司通过自己组织或与红十字会、青少年发展基金会、妇女联合会、残疾人奥委会等组织合作的方式，累计举办公益项目 **60** 多个，涉及助学、扶贫、救灾、环保和体育等多个方面，累计捐赠现金、保险保额近 **1.6** 亿元。

GCL is constantly committed to fulfill corporate citizenship. With a long time participation in the charity activities, it has built a sound brand of "Willing To Be Your Wings", making GCL outstanding in this area among all the joint venture insurance companies. All the staffs in GCL are encouraged to dedicate themselves to the voluntary works. Guided by the brand "Willing To Be Your Wings", GCL HQ and branches have initiated more than 40 public welfare programs by themselves or cooperating with the NGOs, such as Red Cross, China Youth Development Foundation, All-China Women's Federation, and Paralympic Committee. These programs cover various aspects including sponsoring the uneducated students, helping the poor, disaster relief, environment protection, and sports. The total amount of donation and insurance premium contributed by the company has reached nearly RMB 160 million.

中意人寿公益项目巡礼 A Glimpse of GCL's Public Welfare Programs

2006年，中意人寿在云南省普洱市镇沅县田坝乡捐建了“镇沅三合中意人寿希望小学”。中意人寿长期关注学校的发展和学生的成长，并设立“中意奖学金”。**2012年12月**，中意人寿启动了“白安慧成长计划”，为希望小学的孩子每天提供一个“爱心鸡蛋”，补充其成长所需的营养。

中意人寿多年来积极参与灾区救援和灾后重建工作，先后为四川汶川、青海玉树、四川雅安地震灾区捐款累计达**210**万元，向救灾人员捐赠保险保额**8000**余万元。并在四川省广汉市兴隆镇建立了一所“中意希望小学”。

In 2006, GCL donated and built a Hope Primary School in Tianba village, Zhenyuan County, Pu'er City, Yunnan province. GCL has long been paying attention to the development of the school and the students and has set up the "GCL Scholarship". In December, 2012, GCL kicked off the "Lokar Bianca Growth Plan" in which every student of the Hope Primary School is provided with an egg every day so that they can get the nutrition necessary for their growth.

Over the years, GCL has been actively participating in disaster relief and reconstruction in earthquake-hit areas. It has donated a total of RMB 2.1 million for Wenchuan and Ya'an regions in Sichuan and Yushu in Qinghai and offered more than 80 million' worth of insurances for disaster relief workers. Moreover, it established another Hope Primary School in Xinglong County, Guangan City, Sichuan Province.

中意人寿向镇沅三合中意人寿希望小学捐赠了崭新的课桌椅。

GCL donated new desks and chairs to the Hope Primary School.

中意人寿前总经理易思乐（中）为四川省广汉市兴隆镇“中意希望小学”的孩子们教唱英文歌曲。

Renzo Isler, The former General Manager of GCL, is teaching students of the Hope Primary School to sing English songs.

We care for your life
中意人生 一生中意

分支机构列表
List of Offices

服务热线：**400-888-9888**
400-888-7555



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中意人寿官方微信 服务号



中意人寿官方微信 订阅号



中意爱自然 GCL advocates green life

画册采用环保特种纸印刷
Printed on 100% recycled paper

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