



## Quality Policy

At Adamjee Life Assurance Company, we are committed to providing exceptional life assurance products and services that add value to our customers.

We proactively anticipate our customers' evolving needs to uphold high standards in our products or services, ensuring we meet or exceed their expectations. Our goal is to strengthen long-lasting relationships based on trust, reliability and customer satisfaction.

We endeavor to continually improve and enhance the standard of our products and services by instilling regular monitoring, reviewing, measuring and analyzing our processes by way of setting meaningful quality objectives and targets, compliance assurance, risk management and risk mitigation activities.

Our commitment to quality services is demonstrated through the implementation of a comprehensive Quality Management System (QMS) that aligns with legal and regulatory requirements, international industry standards and best practices.

**Chief Executive Officer**