

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**500**多亿元，是中国最大的合资寿险公司之一。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。

Founded in 2002 as a joint venture between China National Petroleum Corporation (hereinafter referred to as CNPC) and Assicurazioni Generali S.p.A. (hereinafter referred to as Generali), Generali China Life Insurance Co., Ltd (hereinafter referred to as GCL) 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. Now, with a registered capital of RMB 3.7 billion and a total of RMB 50 billion in assets, GCL is one of the largest joint-ventured life insurances company in China. 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.

Generali China Life

Cooperation between two giants brings about brilliant achievements

强强联合，成就无限



意大利忠利保险有限公司
Assicurazioni Generali S.p.A.



中油资本

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。

The Generali Group is an Italian Group, independent since 1831, with a strong international presence.

作为世界领先的保险服务商，2015年实现总保费收入740亿欧元。在全球超过60个国家与地区拥有76000多员工，在西方国家具有领先的市场地位。在中欧、东欧和亚洲市场有着卓越显著的表现。

It is among the world’s leading insurers, with total premium income exceeding €74 billion in 2015. With above 76,000 workers in the world, present in over 60 Countries, the Group has a leading position in Western European Countries and an ever more significant presence in the markets of Central and Eastern Europe and in Asia.

2015年，由麻省理工学院列出的全世界50家最聪明的公司中，忠利集团是唯一一个登上名单的保险公司。

In 2015, Generali was the sole insurance company included among the 50 smartest companies of the world by the MIT Technology Review.

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.

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.



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事业单位，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续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.

Generali China Life

Over 90 offices are established across the country

稳健拓展，90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、福建等省、市开设有**10**余家省级分公司，共**90**余家分支机构。

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 90 branch offices spread in Guangdong, Beijing, Shanghai, Jiangsu, Shenzhen, Liaoning, Sichuan, Shaanxi, Shandong, Heilongjiang, hubei, henan, zhejiang, fujian.

- 2002年** 中意人寿在**广州**成立，深耕细作，打造出坚实的发展根基。 In 2002, GCL was established in Guangzhou and took root for further development.
- 2004年** 在**北京**开设首家分公司。 In 2004, its first branch was set up in Beijing.
- 2005年** 开设**上海**分公司，进军长三角市场。 In 2005, its Shanghai branch was launched, which marked the entry in the Yangtze River Delta market.
- 2006年** 总公司迁址**北京**，**广东省**分公司随之成立，继续深度经营**广东**地区；同年，开设**江苏省**分公司。 In 2006, its HQs were relocated in Beijing, and the Guangdong provincial branch was then established to continue to intensively develop business in Guangdong in the same year, the Jiangsu provincial branch was also established.
- 2007年** **深圳**营销服务部升级为分公司；同年，开设**辽宁省**分公司，布局**东北**。 In 2007, Shenzhen Sales and Service office was upgraded to a branch company; in the same year, the Liaoning provincial branch was set up, targeted at the northeast market.
- 2008年** 开拓**西部**市场，先后开设**四川省**、**陕西省**两家分公司。 In 2008, its business was expanded to West China, and the Sichuan and Shaanxi provincial branches were subsequently set up.
- 2009年** 开设**山东省**分公司，贯通**东北**、**华北**、**华东**和**华南**的经营网络。 In 2009, its Shandong provincial branch was set up, which linked the business in Northeast China, North China, East China, and South China into a network.
- 2010年** **黑龙江省**分公司成为中意人寿发展十年的第十家分公司。 In 2010, its Heilongjiang provincial branch became GCL's 10th branch after 10 years of development.
- 2011年** 开设**湖北省**分公司，战略布局**中部**地区。 In 2011, its Hubei provincial branch was set up, which marked the entry in the central area as a strategic plan.
- 2012年** 开设**河南省**分公司，加大**中部**地区布局。 In 2012, its Henan provincial branch was set up, which intensively developed the strategic distribution of the central area.
- 2013年** 开设**浙江省**分公司，深度经营**华东**地区。 In 2013, its Zhejiang provincial branch was set up, which intensively developed business in East China.
- 2014年** 开设**福建省**分公司。 In 2014, its Fujian provincial branch was set up.
- 2015年** 开设**河南省**分公司，加大**中部**地区布局。 In 2015, its Henan provincial branch was set up, which intensively developed the strategic distribution of the central area.
- 2016年** 开设**浙江省**分公司，深度经营**华东**地区。 In 2016, its Zhejiang provincial branch was set up, which intensively developed business in East China.
- 2017年** 开设**福建省**分公司。 In 2017, its Fujian provincial branch was set up.

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。

中意人寿凭其稳健发展，连续三年收获了由《21世纪经济报道》颁发的“最佳创新发展保险公司奖”，“优秀公司治理奖”和“稳健经营奖”。中意人寿在人才培养、科技创新、便捷服务和品牌建设方面做出卓越的成绩，曾获得北京朝阳区“引进海外高层次人才先进单位”称号，《保险经理人》杂志评选的“年度最佳企业形象”称号，以及搜狐网评出的“理赔最迅速的保险公司”称号。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。“中意金享年年B保障理财综合计划”被《每日经济新闻》评为“年度最受信赖的银行保险产品”；“中意福享金生两全保险（分红型）”被《华夏时报》和CCTV财经频道评为“最佳养老保险产品”称号。

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 "Best Insurer in Innovation and Development", "Excellent Insurer in Corporate Governance" and "Prize for Solid Business Development" by 21st Century Business Herald for three consecutive years. Owing to its remarkable achievements in talent training, technological innovation, convenient service and brand building, GCL was honored as the "Outstanding Company in Recruiting High-level Overseas Talents" by Beijing Chaoyang District Government, the "Best Annual Corporate Image" by China Insurance Marketing magazine, and the "Insurer with the Fastest Claim Service" by Sohu.com. In addition, GCL has received highly praise from the popular media and the public for its innovative and safe products. The "GCL Jin Xiang Nian Nian B Comprehensive Financial Insurance Plan" was awarded as the "Most Reliable Bank Insurance Product of the Year" by National Business Daily. The "GCL Fu Xiang Jin Sheng Endowment Insurance (Participating)" was awarded as the "Best Endowment Insurance Product" by CCTV Finance Channel and China Times.

www.generalichina.com

We care for your life
中意人生 一生如意



2013年12月，中意人寿在“金钱包”财富计划在《每日经济新闻》主办的“金鼎奖”颁奖典礼上荣获“年度最佳创新保险产品”奖。中意人寿在《信息时报》主办的“金狮奖”评选中荣获“最佳外资保险公司”称号。

2014年1月，在金融界网站主办的“领航中国”2013金融行业年度评选中，中意人寿荣获“最佳合资寿险公司”称号。在《保险经理人》主办的“2013年度中国保险业风云榜”评选中，中意人寿“一生保终身保障计划”荣获“年度最具竞争力产品”奖。

2015年，中意人寿在和讯网主办的“第13届中国财经风云榜”活动上荣获“2015年度值得信赖合资保险公司”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”。

2016年12月，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“年度最值得信赖合资保险公司”称号。

In December 2013, GCL'S "Golden Pocket" wealth plan was awarded as the "Most Innovative Insurance Product of the Year" in the "Golden Tripod Award" Ceremony organized by National Business Daily. GCL was prized as "The Best Foreign Insurer" in the "Golden Lion Award" organized by Information Times.

In January 2014, GCL was awarded as the Best Joint-venture Insurer" in "Leading China Ceremony of 2013 Financial Industry" organized by www.jrj.com. GCL's "YiShengBao Whole Life Insurance" was honored as the "Most Competitive Annual Product" in the ceremony of "Annual Awards of Chinese Insurance Industry 2013" organized by magazine China Insurance Marketing.

In 2015, in the "13th Financial Annual Champion Awards", GCL was awarded "Most Trustworthy Joint-venture Insurer of the Year 2015".

In December 2016, GCL "Life-long Love Annuity Insurance (Par)" won "Gold Wealth Management 2016 Popular Insurance Product Award" by Financial Planner.

In December 2016, in the "14th Financial Annual Champion Awards" by "HeXun", GCL was awarded "Most Trustworthy Joint-venture Insurer of the Year 2016".

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.

www.generalichina.com

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中意人生 一生如意

分支机构列表

List of Offices

服务热线：400-888-9888
400-888-7555



中意人寿保险有限公司总公司 (Head Quarter)

北京市朝阳区光华路5号院世纪财富中心1号楼16层
A. Generali China Life Insurance Co., Ltd 16/F, Tower 1, Prosper Center, No.5 Guanghua Road, Chaoyang District, Beijing, P.R.China. 100020
T. 010-5876 3988 F. 010-5761 1818 HL 个人客户服务热线: 400-888-9888 HL 团体客户服务热线: 400-888-7555

www.generalichina.com

北京分公司 (Beijing Branch)

北京市朝阳区建国门外大街甲6号SK大厦6层
A. 6/F, SK Tower, No.6 Jia, Jianguomenwai Avenue, Beijing, P.R.China.100022
T. 010-59303388 F. 010-59303399

上海分公司 (Shanghai Branch)

上海市虹口区吴淞路218号宝钢国际大厦20层
A. 20/F, BM Tower, No.218, Wusong Road, Hongkou District, Shanghai, P.R.China. 200080
T. 021-6105 5588 F. 021-6105 0101

广东省分公司 (Guangdong Branch)

广州市珠江东路6号广州周大福金融中心18层
A. 18/F, CTF Finance Centre, No.6, Zhujiang East Road, Guangzhou, P.R.China.510030
T. 020-8327 8888 F. 020-8327 8355

江苏省分公司 (Jiangsu Branch)

南京市中山东路288号新世纪广场A座43楼
A. 43/F, A, New Century Plaza, No.288, Zhongshan East Road, Nanjing, P.R.China. 210002
T. 025-8690 3888 F. 025-8690 3877

深圳分公司 (Shenzhen Branch)

深圳市福田区福华一路6号免税商务大厦15楼
A. 15/F, Dutyfree Business Building, No.6, 1st Fuhua Road, Futian CBD, Shenzhen, P.R.China. 518048
T. 0755-3338 3388 F. 0755-3338 6555

辽宁省分公司 (Liaoning Branch)

沈阳市沈河区青年大街1-1号市府恒隆广场办公楼1座11楼
A. F11, Office Tower 1, Shenyang Hang Lung Forum 66, No.1-1, Qingshan Da Jie, Shenhe District, Liaoning Shenyang, P.R.China.110000
T. 024-3128 9648 F. 024-3128 9600

浙江省分公司 (Zhejiang Branch)

杭州市下城区上塘路15号武林时代商务中心7层
A. 7/F, TIMES, No.15, Shangtang Road, Xucheng District, Hangzhou, P.R.China. 310014
T. 0571-26201888 F. 0571-28172919

四川省分公司 (Sichuan Branch)

成都市锦江区红星路三段1号国际金融中心2座23F
A. 23/F, Tower 2, International Finance Square, Hongxing Road, No.1 Section 3, Chengdu, Sichuan, P.R.China. 610021
T. 028-8689 0888 F. 028-8689 0899

陕西省分公司 (Shaanxi Branch)

西安市高新区高新二路1号招商银行大厦9层
A. 9/F, China Merchants Bank Tower, No.1, 2nd Gaoxin Road, Xi'an Hi-Tech Industries Development Zone, Xi'an, P.R.China. 710075
T. 029-6866 9188 F. 029-6866 9202

山东省分公司 (Shandong Branch)

济南市市中区经七路156号国际财富中心10层
A. 10th Floor, International Fortune Center 156 Jingqi Road, Jinan, Shandong Province, P.R.China
T. 0531-6668 8688 F. 0531-6668 8699

黑龙江省分公司 (Heilongjiang Branch)

大庆市让胡路区胜利路1号大庆油田有限责任公司西办公区4号办公楼2层
A. 2F, the 4th building in west office distrct of Daqing Oilfield Co.,LTD. 1shengli Road, Ranghulu District, Heilongjiang, P.R.China
T. 0459-5555 988 F. 0459-5597 983

湖北省分公司 (Hubei Branch)

武汉市江汉区建设大道737号广发银行大厦31层
A. 31/F, Guangdong Development Bank Building, No. 737 Jianshe Avenue, Jiangnan District, Wuhan City, Hubei Province. 430022
T. 027-59258888 F. 027-59804788

河南省分公司 (Henan Branch)

郑州市郑东新区商务外环路8号世博大厦19层
A. 19/F, EXPO Building, No.8 Shang Wu Wai Huan Road, Zhengdong New District, Zhengzhou, P.R. China, 450018
T. 0371-53606888 F. 0371-53606899

福建省分公司 (Fujian Branch)

福州市鼓楼区古田路60号福晟财富中心8楼
A. 8/F Fusheng Wealth Center No.60 Gutian Road, Fuzhou City, Fujian Province. 350001, China
T. 0591-38379888 F. 0591-38379899

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