



2018

ANNUAL REPORT
中華民國一〇七年度年報

SOUTH CHINA INSURANCE CO., LTD.



107



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2018 ANNUAL REPORT

專業

Professionalism

前瞻

Foresight

創新

Innovation

當責

Accountability

熱情

Enthusiasm



Introduction



Trustworthy Integrity, Realistic Stability, and Sustainable Operation

Mission

To provide comprehensive professional insurance service, secure the safety of people's life and property, and fulfill corporate social responsibility

Vision

To embrace digital development and become the happiness enterprise preferred by both customers and employees

Core Values

Professionalism, Foresight, Innovation, Accountability, and Enthusiasm

Brief History

The Company was incorporated in 1963 and officially commenced operation on May 1st of the same year. It is now headquartered in Taipei with 8 branches (including Offshore Insurance Unit), 31 liaison offices, and a representative office in Shenzhen, China.

In order to strengthen the company structure, promote management efficacy and share our achievement with the general public, the Company's shares were made available for public offering in 1991. The Company was listed in the Taiwan Stock Exchange in 1999. By way of share swap, the Company became a wholly owned subsidiary of Hua Nan Financial Holdings as from August 15th 2003 with a fully paid authorized capital of NTD 2,001,386,250.

Management Philosophy

The Company, built on the keystone of 'Integrity, Honesty, Sincerity, Fairness and Diligence', provides cordial and sincere services with Professionalism, Innovation and Efficiency. In the era of digital technology, we embrace digital technology with 'foresight thinking and vigorous initiative', innovate products and services, strive for excellence continuously, make efforts towards the new vision of 'embracing digital development and becoming the happiness enterprise preferred by both customers and employees', and promote the new core values of 'professionalism, foresight, innovation, accountability, and enthusiasm'.

Classes of Business

Principal lines of insurance written include Fire, Marine Cargo, Automobile, Engineering, Bond, Liability & Miscellaneous, Personal Accident, Health, and Reinsurance.



Honors & Credit Ratings

- Rated 'twAA both in Financial Strength and Issuer Credit, with a Stable Outlook' by Taiwan Ratings.
- Rated 'Financial Strength A and Issuer Credit a, with a Stable Outlook' by A.M. Best.

Corporate Social Responsibility

The Company actively participates in charity activities to promote corporate citizenship awareness of "being attentive to the underprivileged and caring for the society". With the spirit of 'giving back to the society', we will constantly provide assistance for the disadvantaged groups to fulfill our social responsibility.

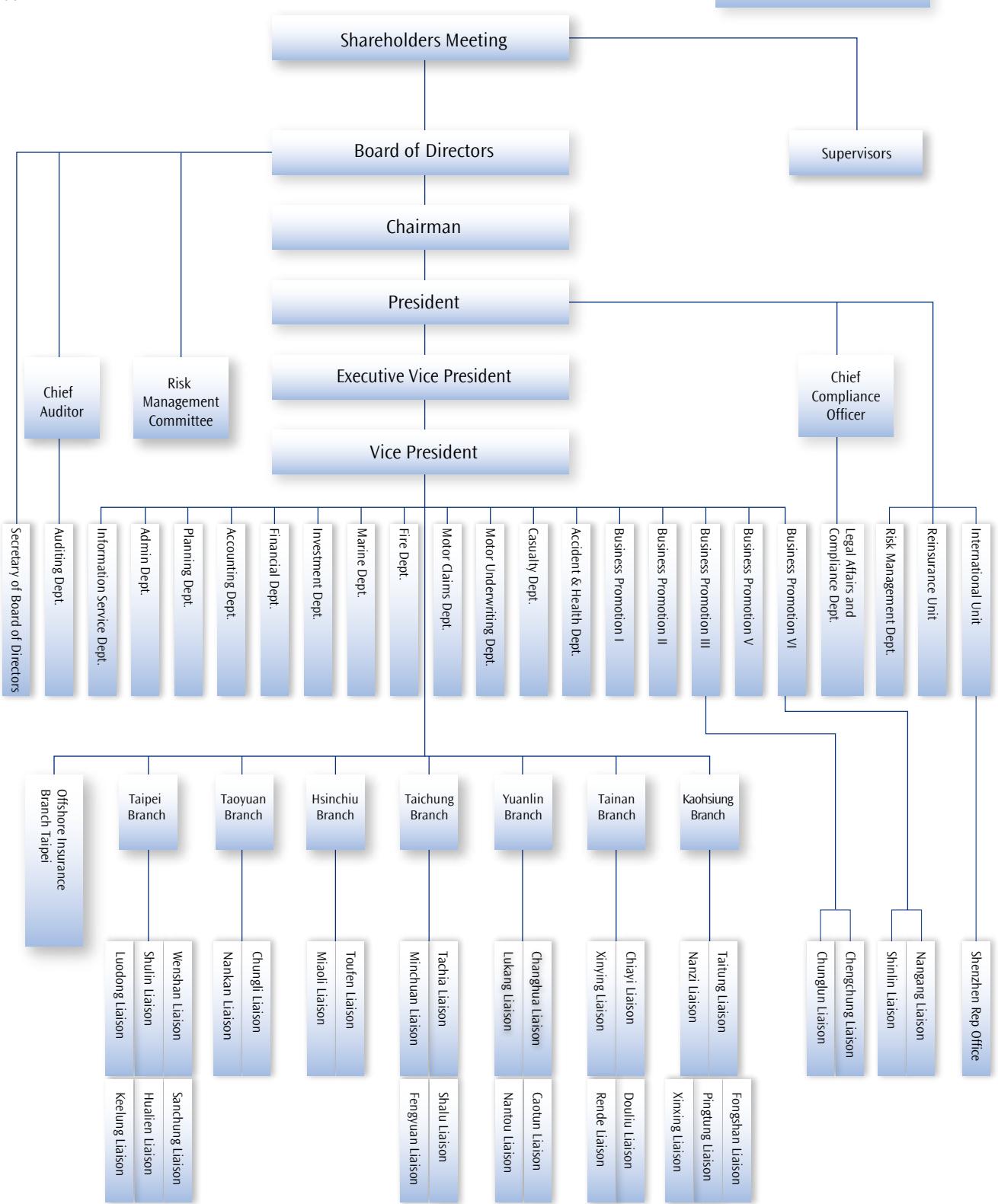
Activities for Employees

To enhance staff morale and build team cohesion, the Company holds a number of group activities for employees every year such as year-end banquets, Chinese New Year's group greetings, and Company tours for the staffs. In addition, for the sake of physical and mental relaxation outside of work, the Company strongly encourages its employees to establish various recreational clubs.

Organization Chart



Subsidiaries of Hua Nan Financial Holdings, Ltd





I Operation Report

Outstanding Achievements, Brilliant Performance

Looking back on the situations of our domestic economic development in 2018, due to the moderate growth of the European and American economies, our domestic economic performance had maintained growth but the country's annual economic growth rate was slightly lower than 2017. Also, according to the statistical data released by Ministry of Finance, the value of import-export trades of 2018 was still higher than last year, and the economic momentum remained stable.

As for property & casualty insurance in domestic market during 2018, total written premium reached NTD 164,859 million, a growth of 5.69% compared to NTD 155,982 million in 2017. In general, the performances of auto, fire, casualty, marine, and personal accident & health insurances had all improved compared with 2017, and especially casualty insurance registered the best growth rate of 13.11%. The overall industry development in the future is expected to maintain the tendency of growth.

Operation Report of 2018

1. Performance

During 2018, the Company posted a total written premium of NTD 8,658 million, representing a growth of 0.61% compared to last year. Among them, auto premium declined by 0.73%, a total of NTD 5,290 million; fire premium grew by 1.71%, posting a total of NTD 1,439 million; marine premium declined by 7.12%, a total of NTD 495 million; casualty premium grew by 1.88%, standing at NTD 724 million; personal accident & health increased by 14.84%, reaching total of NTD 708 million; and inward reinsurance grew by 36.56%, a total of NTD 657 million.

In addition, gross claims during the period totaled NTD 4,737 million, accounting for 54.72% of total premium written. Among them, auto claims amount comes to a total of NTD 3,031 million, equivalent to 57.30% of total auto premium income; fire claims totaled NTD 458 million, or 31.88% of fire premium; marine claims totaled NTD 355 million, or 71.78% of marine premium; casualty claims totaled NTD 433 million, or 59.89% of its premium; and personal accident & health claims totaled NTD 457 million, accounting for 64.61% of its premium income.



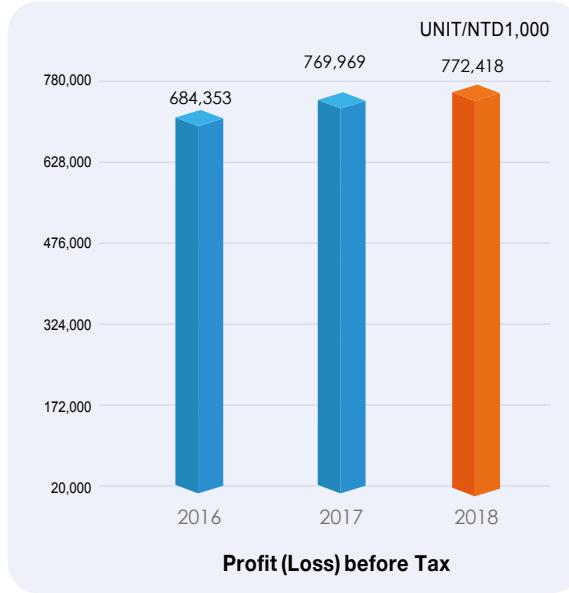
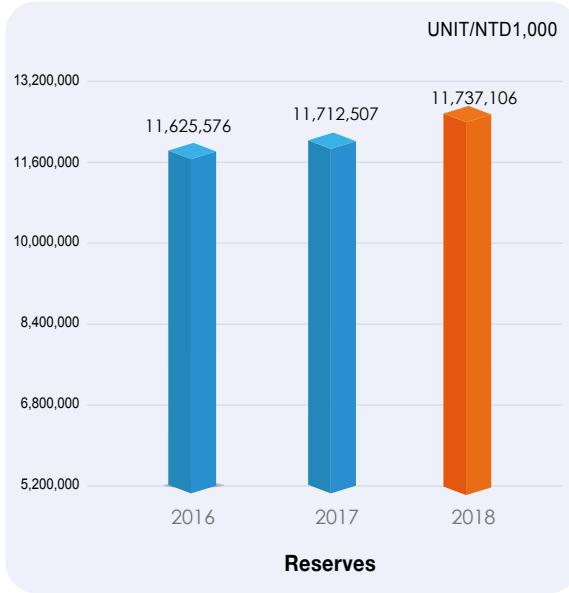
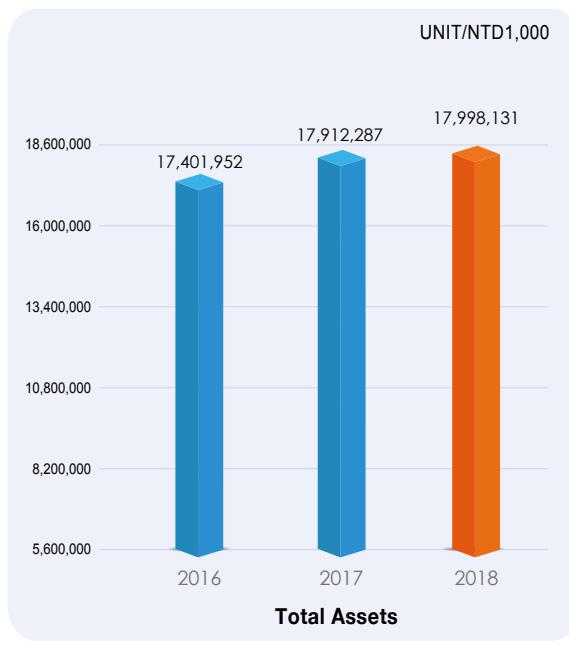
During the year under review, the Company's operation development made resounding achievements in the overall management and operational strategies, in terms of the emphasis on legal compliance and risk management, the enhancement of anti-money laundering and combating terrorism financing, the implementation and consolidation of personal information management, the efficacy of information management and the information security management mechanisms, the sound fund allocation, and the practice of corporate social responsibility. The total written premium still maintained the growth trend, the Company's market ranking maintained top 7, and its profit per share (after tax) achieved NTD 3.17 in 2018, which proved a brilliant operational performance.

2. Profitability

During 2018, the Company's operating revenue totaled NTD 7,012 million, producing a profit of NTD 635 million, or NTD 3.17 per share, after tax. Returns on assets and shareholders' equity are 3.54% and 12.98% respectively.

Unit / NTD1,000

Financial Highlights	2016	2017	2018
Premium Written	8,801,638	9,088,213	9,316,617
Reserves	11,625,576	11,712,507	11,737,106
Investments Income	347,247	343,272	185,478
Total Assets	17,401,952	17,912,287	17,998,131
Profit (Loss) before Tax	684,353	769,969	772,418
Earnings Per Share (NTD)	3.00	3.35	3.17



3. Research & Development

To meet the requirement of different market channels and clients' needs for product diversification, the Company constantly placed special emphasis on research and development of new products and innovative combination of promoting projects. During 2018, the Company had developed total 215 new products and already marketed 117 packaged products to meet the needs for business development and provide complete and professional services to the customers. In line with government policies and fulfilling social responsibilities, the Company developed the "South China Papaya Insurance for Wind Speed and Rainfall Parameters", which was approved by the Insurance Bureau of Financial Supervisory Commission in August 2018 as a protective barrier for the risk transfer of papaya farmers.

The network business opportunity has great developmental potential. In 2018, the Company's eCover website has included travel comprehensive insurance, automobile insurance, motorcycle insurance, residential fire insurance, etc., providing customers with the 24-hour service for premium calculation, insurance application, payment, claims, etc. as well as the function of member only area to make clients enjoy more convenient insurance services. In accordance with the digital development trend, we established the LINE@ platform to provide multi-marketing services, strengthening the connection of network insurance application and insurance services, and in the future, it will also inject AI robot services and more advanced online service functions to provide more convenient services.

Since 2017, the Company has independently developed the "South China Insurance Claims Instant Service" system, which was officially online in February, 2018. The mobile device (iPad) was used to accept claims on the spot to improve the efficiency and quality of the auto insurance claims service.

Owing to our constant devotion to professional operation and social activities for public welfare, the Company has won the 'Faith-Hope-Love Awards' of The Best Insurance Professional, The Best Professional Consulting, and The Best Liaison Office presented by the Risk Management, Insurance & Finance Foundation, also got honorable mention in "The Best Social Responsibility", and has acquired wide support and trust from our society. In addition, the Company's credit rating was rated by A.M. Best in 2018 "Financial Strength A (Excellent), Issuer Credit a, and Rating Outlook Stable." The Company was also highly rated "twAA with a Stable Outlook" by Taiwan Ratings in 2018. It showed a high appraisal for our strong and healthy capital level, great control ability of sales channels, excellent capital flow, and proper risk management and control.

During 2018, with the effort of our employees, the Company, in the spirit of business innovation, customer focus, and efficiency-driven service, has accomplished steady and successful achievements. Looking to the future, we will continue to take the improvement of operating efficacy as the highest principle of our business strategy, consistently seeking new changes in business and providing customers with a full range of services. We will also continue to expand information software and hardware equipment, innovate digital applications, and enhance information integration and management efficacy. By all of this, we will steadily move forward and create great success.

Chairman **Chung Chuan Wu**

President **Kevin Tu**

II Business Development

Steady Operation and Diversified Innovation

1. The Business Structure in 2018



2. Business Developments in Individual Units

Auto Insurance

Solidifying Roots and Expanding Resources • Active Growth

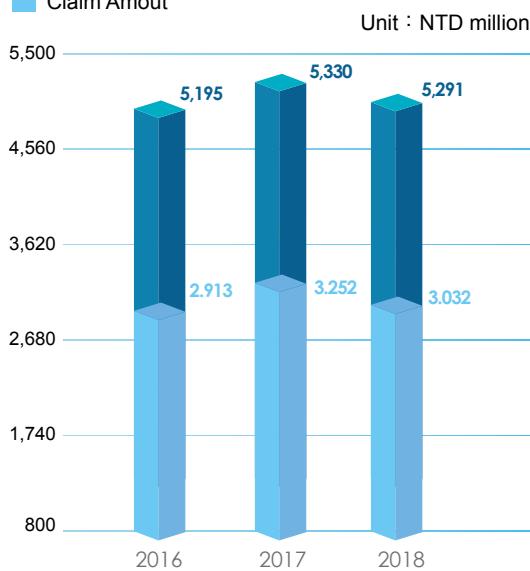
This year, premium written for auto insurance totaled NTD 5,290 million, a decline of 0.73% from 2017. The portfolio of Auto included voluntary insurance totaling NTD 4,498 and compulsory premium totaling NTD 792 million, which accounted for 85.03 and 14.97% respectively of Auto Business. The Company actively promoted the business development of new channels and the rise of renewal rate so as to maintain the stability of business.

In anticipation of 2019, the Company will expand the sales bases that have not yet been operated to increase the market share, and formulate product combinations based upon the attributes of different channels in expectation of driving the growth of premiums. We will also actively grasp the market information, timely attack the market by focusing on well-selling brands, and lay out the brands which have great potential in the future in order to create business opportunities.

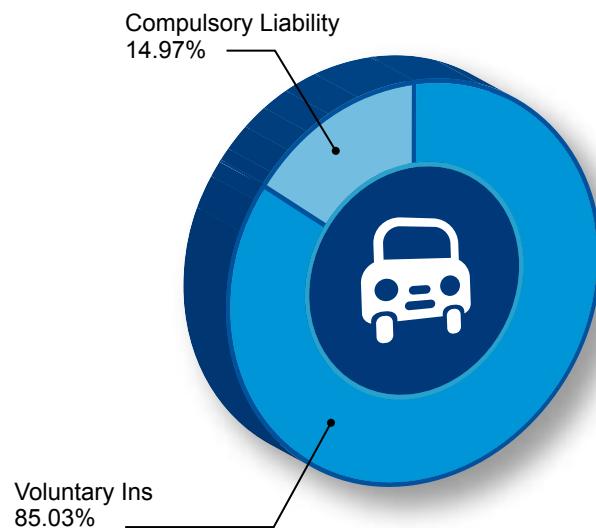
Growth Analysis of Auto Insurance Business			
	2016	2017	2018
Written Premium	5,195	5,330	5,291
Claim Amount	2,913	3,252	3,032

Structure of Auto Premium Written	Premium (Unit: NTD 1,000)	Percentage (%)
Voluntary Ins	4,498,675	85.03%
Compulsory Liability	792,125	14.97%

Written Premium
Claim Amout



Growth Analysis of Auto Insurance Business



Structure of Auto Premium Written

Fire Insurance From Great to Greater • Reaching New Heights

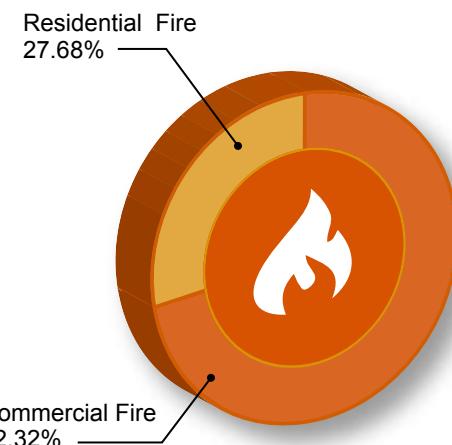
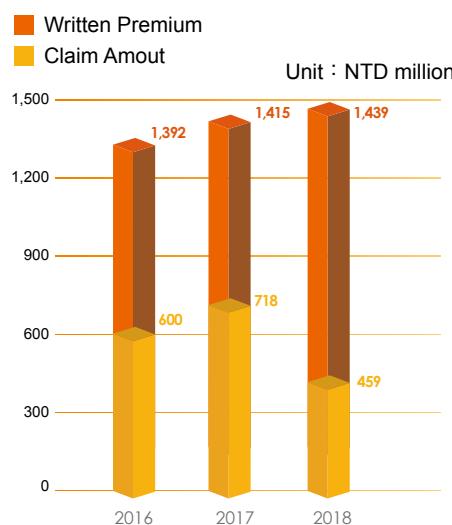
During 2018, the overall fire insurance market appeared a slight growth of 2.44% due to the adjustment of the insurance periods for specific large-scale commercial fire cases. With a relatively low share, we benefited from this only to a limited extent, though. In the aspect of underwriting performance, we continued to strictly control the quality of our business, and also favorably, there was no major natural disaster during the year; as a result, our loss ratio of written premium was only 16.20%, the lowest in recent years, and our underwriting profit reached \$305 million, the highest within the past four years.

For 2019, the Company's fire insurance business will focus on the four core strategies: business growth, quality improvement, process improvement, and function enhancement. Under the premise of ensuring stable underwriting profit, the Company will strive to achieve a breakthrough in market share. Firstly in the practice, we will carefully follow up the renewal business, make efforts to acquire new insurance business, focus on large-scale target quality business, striving for the increase in the proportion of undertaking, simplify the quotation process of medium- and small-scale commercial fire insurance, promptly providing correct quotation, and exploit new insurance business. Meanwhile, we will also deepen the Comprehensive Residential Insurance Project in coordination with Hua Nan Bank, expanding the comprehensive residential insurance business into other financial and insurance agent channels so as to improve the overall profit contribution further.

Unit : NTD million

Growth Analysis of Fire Insurance Business	2016	2017	2018
Written Premium	1,392	1,415	1,439
Claim Amount	600	718	459

Structure of Fire Premium Written	Premium (Unit: NTD 1,000)	Percentage (%)
Commercial Fire	1,040,889	72.32%
Residential Fire	398,310	27.68%



Growth Analysis of Fire Insurance Business

Structure of Fire Premium Written

Marine Insurance Prudent and Pragmatic • Steadily Striving for Victory

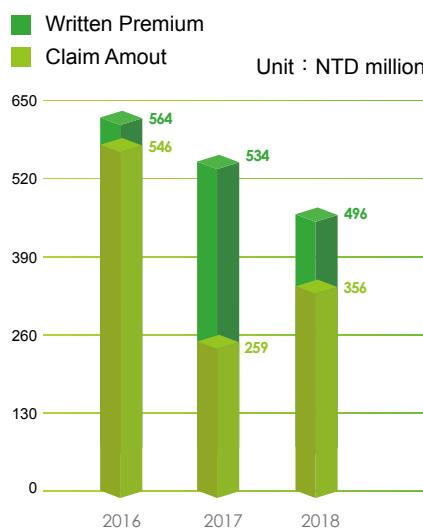
The Company's written premiums for marine insurance totaled NTD 495 million in 2018. The written premiums for marine cargo, hull, and aviation reached NTD 316 million, NTD 139 million, and NTD 40 million respectively. The overall business showed a decline of about 7% from the previous year, and only hull insurance displayed a growth of nearly 9% from the preceding year.

Looking forward to 2019, although the global economy is expected to continue its fluctuation, there has already been a gradual recovery trend. The government's efforts to strengthen the industry of domestic demand and support the development of local industry all contribute to increasing the economic growth momentum. Our Marine Insurance Department will devote itself to the provision of professional service, strengthen joint marketing activities with the entire Hua Nan Financial Holdings, and carefully select external insurance agency channels to expand our business scale. Upholding the business strategy of being "prudent and pragmatic, steadily striving for victory", we will cooperate with sales team to visit customers and make efforts to develop new target customers so that we can hopefully stand firm in the fiercely competitive market and actively face market changes.

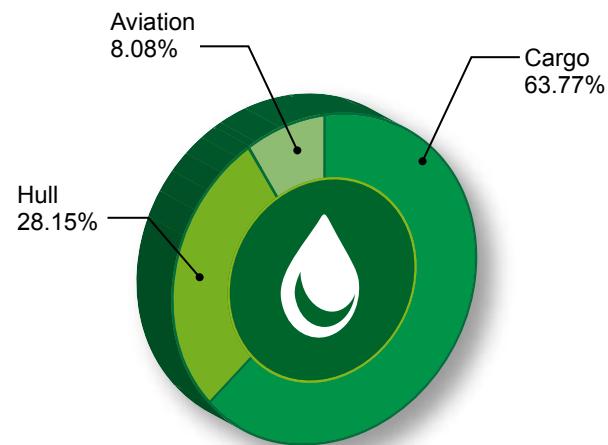
Unit : NTD million

Growth Analysis of Marine Insurance Business	2016	2017	2018
Written Premium	564	534	496
Claim Amount	546	259	356

Structure of Marine Premium Written	Premium (Unit: NTD 1,000)	Percentage (%)
Cargo	316,192	63.77%
Hull	139,557	28.15%
Aviation	40,079	8.08%



Growth Analysis of Marine Insurance Business



Structure of Marine Premium Written



Casualty Insurance

Progressing in Both Quality and Quantity • Creating New Opportunity

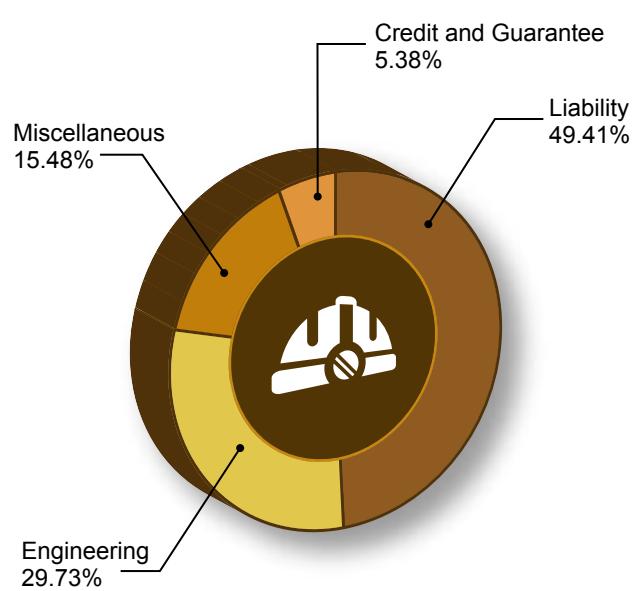
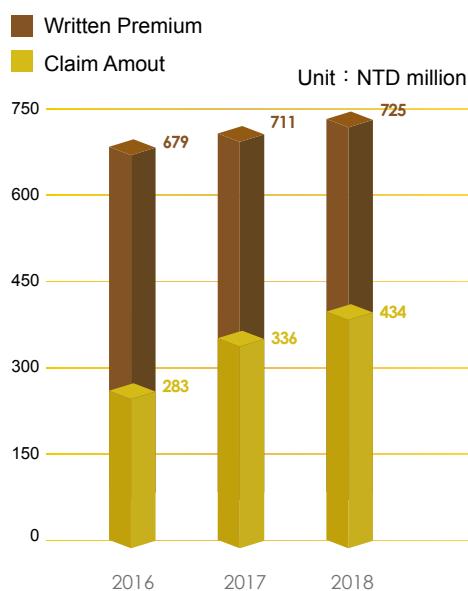
During 2018, premium written from Casualty insurance totaled NTD 724 million, representing a 1.88% growth. Among them, the written premium of liability insurance totaled NTD 358 million, representing a slight decline of 1.14%; engineering line produced a total written premium of NTD 215 million, a positive growth of 8.58%; miscellaneous casualty totaled NTD 112 million, a decrease of 3.65% from the preceding period; and credit and guarantee insurance totaled NTD 38 million, a growth of 13.83%, maintaining the 7th place in the market share ranking. In the absence of natural disasters and major losses during 2018, our underwriting profit increased significantly from 2017 under the policy of strictly controlling the quality of underwriting business and properly arranging reinsurance.

In anticipation of 2019, the green energy industry and mobile phone insurance business will continue to heat up, and many commodities such as employer liability insurance and engineering insurance will implement the Association version of reference rates. In responses to that, the overall premiums of the casualty insurance market are expected to keep the trend of growth. The Company will strengthen its channel relationships and create product differentiation so as to achieve its goals of business growth and expanding its market share of advantageous products. Besides that, we will continue to develop new types of products such as pet insurance, information security insurance for small and medium enterprise, mobile phone insurance etc. to enlarge the business scope and further increase profits. Meanwhile, after the successful experience of papaya insurance, we will continue to develop other crop insurances in line with the government's agricultural policy.

Unit : NTD million

Growth Analysis of Casualty Insurance Business	2016	2017	2018
Written Premium	679	711	725
Claim Amount	283	336	434

Structure of Casualty Premium Written	Premium (Unit: NTD 1,000)	Percentage (%)
Liability	358,023	49.41%
Engineering	215,393	29.73%
Miscellaneous	112,158	15.48%
Credit and Guarantee	38,991	5.38%



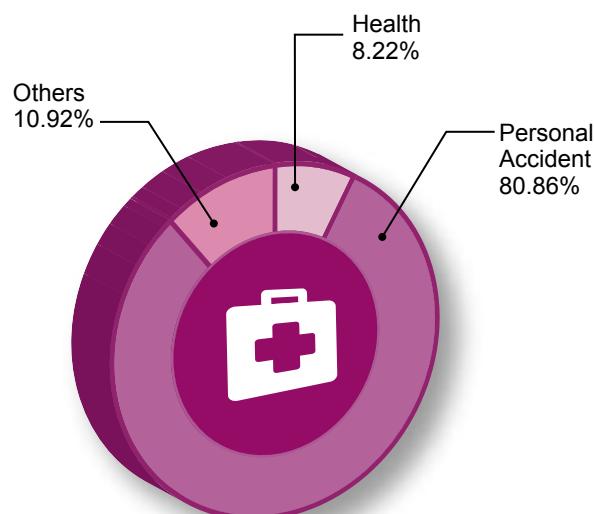
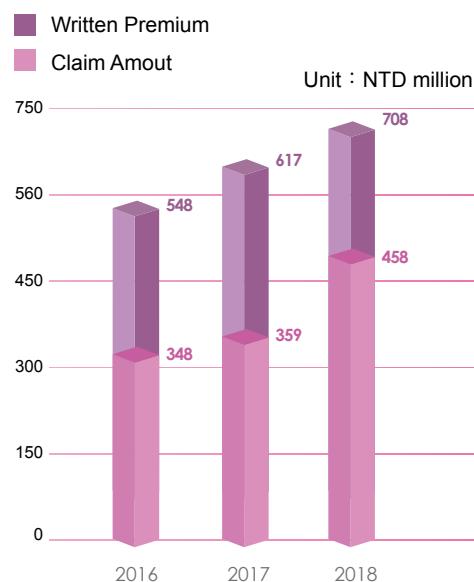
Health & Personal Accident Improving Quality • From Great to Greater

During 2018, health & personal accident insurance produced a total written premium of NTD 708 million, representing an increase of 14.84% from the preceding year. There are a growth of 98.19% in health, a growth of 12.03% in personal accident, and a growth of 1.52% in others. Our business strategy in 2018 was to strengthen the marketing activities, promote the Group's Insurance business, advance the business of insurance agent channels, work in accordance with the business attributes of individual channels, activate the product combinations, and package new projects.

For 2019, the Company will continue to advance the business of insurance agent channels, promote the IPA business, reduce the proportion of GPA business, and improve the business structure. Also, we will strengthen our business screening to reduce the loss ratio.

Growth Analysis of Health & Personal Accident Insurance Business		2016	2017	2018	Unit : NTD million
Written Premium		548	617	708	
Claim Amount		348	359	458	

Structure of Health & Personal Accident Premium Written	Premium (Unit: NTD 1,000)	Percentage (%)
Health	58,244	8.22%
Personal Accident	572,705	80.86%
Others	77,339	10.92%



Growth Analysis of Health & Personal Accident Insurance Business

Structure of Health & Personal Accident Premium Written



Product Development

The Leaping Advancement of Products • The Rise of All Channels

To cope with the intensifying market competition, the Company continued to take product innovation and channel expansion as its major strategies in 2018:

(1) Innovation of Composite and Customized Products:

A great number of new products were developed in 2018, including South China Papaya Insurance for Wind Speed and Rainfall Parameters, Scaffolding Net Room Attached to South China Papaya Insurance for Wind Speed and Rainfall Parameters, The Extension Period of Loss Notice (resigned employees) Attached to South China Personnel Guarantee Insurance, South China Liability Insurance for Child Care Professionals, Accommodation Insurance of Waiting for Returning to Homeland Attach to South China Travel Comprehensive Insurance, Compensation Insurance of Flight's Landing Change Attached to South China Travel Comprehensive Insurance etc., so as to maintain our competitive advantage, expand new business opportunities, and promote business growth.

(2) Channel Development and Business Expansion

We continued to develop new channels and increase the breadth and depth of channel business in order to increase business momentum.

Reinsurance

Balancing and Steadyng Risk • Focusing on Profit

The reinsurance market appeared quite stable partly because there was no major natural disaster damage for two consecutive years in Taiwan. By contrast, the international market was not so smooth. Wildfires happened in California, USA again, with losses exceeding US \$16.5 billion; and Japan had also suffered several typhoons, of which Typhoon Swallow was the most severely damaging, resulting in insurance losses up to US \$10 billion (and the amount is still growing). After the deficits of several consecutive years, Lloyd's of London conducted a comprehensive examination, and a number of Syndicates accordingly ended their business or reduced their operating projects. The energy of the international reinsurance market rapidly declined, and how to properly arrange reinsurance has become a big challenge. In addition, our Offshore Insurance Unit continued to focus on reinsurance contract business, and also deployed throughout China and Southeast Asia following prudent operating principles to seek steady growth.



Risk Management

Risk Control • Effectiveness Enhancement

In order to reinforce the operation of the mechanism and organization of risk management, the Company continues, through the board-level Risk Management Committee and the president's Meeting of Risk Management & Asset Liability Management, to establish the risk management mechanism and culture of top-down supervision and bottom-up implementation so as to assure various operations of risk management to be fully aligned with the Company's business goals and policies.

We also construct a cooperative platform consisting of auditing, compliance and risk management units, apply data science, strengthen the defensive line (in a broad sense) of risk management, and elaborate on various measures of economic capital and key indicators of risk control for all business in order to gradually improve the efficacy of risk management and corporate governance.

Overseas Business

Steadily Moving Forwards • Prudent and Pragmatic

In Coordination with our Offshore Insurance Unit (OIU), we continue to develop contract reinsurance business in the areas of mainland China and Asia, seeking long-term cooperation partners and the exchange of international insurance business.

Cross Selling

Marketing Integration • Repeating Great Performance

Since joining Hua Nan Financial Holdings in 2003, the Company has successively set up cross-selling counters in 237 units of the Group (including Hua Nan Bank, Hua Nan Securities and Hua Nan Futures), intensifying the service for customers and effectively promoting the business performance by means of the Group's three major resources of abundant products, channels and customers.

For strengthening and maintaining the momentum of joint marketing, the Company, to meet customer needs as the starting point, combines the products between the Company and the Group each year, and plans marketing activities for composite commodities regularly, so as to enhance cross-selling performance and strengthen adhesiveness of customers.

Moreover, under the parent company's integration, the marketing resources of the Group have been integrated by means of cross-subsidiary 'integrated marketing team by corporate finance'. We also employ the 'cross-selling platform' to assist the track and management of referral cases within the Group. In addition, under the gradual establishment of employees' cross-selling consciousness, we have, for stimulating and encouraging employees to increase referrals of cross-selling business, actively planned the point-accumulation platform of staff sales, making reward rules more explicit through cumulative sales points of referring cross-selling business.

In anticipation of the future, apart from regular marketing activities for composite commodities and CRM marketing campaigns towards existing customers for increasing average product amounts of customers, the establishment of point-accumulation platform of Group's product sales can strengthen adhesiveness of customers to the Group. In summary, under the joint efforts into the expansion and development by the parent company and all members within the Group, the Company's cross-selling business of non-life insurance will grow steadily and further enhance the Company's comprehensive effect of operation.



Class of Business

Voluntary Automobile Insurance	Employers' Liability Insurance
Compulsory Automobile Liability Insurance	Contractors' Liability Insurance
Fire Insurance	Golfers' Liability Insurance
Fire and Allied Perils Insurance	Products Liability Insurance
Marine Cargo Insurance	Physician's Liability Insurance
Marine Hull Insurance	Elevators Liability Insurance
Fishing Vessel Insurance	Safe Deposit Box Insurance
Aviation Insurance	Pollution Liability Insurance
Hot Air Balloon Insurance	Railway Passengers Liability Insurance
Stevedore's And Terminal Operator's Insurance	Security Company's Liability Insurance
Contractors' All Risks Insurance	Accountants Professional Indemnity Insurance
Erection All Risks Insurance	Lawyers Professional Indemnity Insurance
Contractors' Plant and Machinery Insurance	Architects and Engineers Professional Indemnity Insurance
Machinery Insurance	Insurance Agents and Brokers Professional Indemnity Insurance
Boiler and Pressure Vessel Insurance	Insurance Surveyors Professional Indemnity Insurance
Civil Engineering Completed Risks Insurance	Directors & Officers Liability Insurance
Electronic Equipment Insurance	Liquefied Petroleum Gas and LPG Container Comprehensive Insurance
Comprehensive Machinery Insurance	Toxic Chemical Substances Handlers' Liability
Public Liability Insurance	Educational Groups Liability Insurance

Professional Indemnity Insurance	Rights of Use Insurance for Individual Property
Hospital Comprehensive Liability Insurance	Rights of Use Insurance for Commercial Property
Medical Malpractice Insurance	Fine Arts Insurance for Exhibition
Golfers Comprehensive Insurance	Events Cancellation Insurance
Business/ Corporate/ Purchasing Liability Waiver Insurance	Jeweler's Block Comprehensive Insurance
Criminal Executors Liability Insurance	Electronic & Computer Crime Insurance
Pharmacist and Pharmacist Assistant Professional Indemnity Insurance	Papaya Typhoon Wind Speed and Rainfall Index Insurance
Long-term Care Institutions Comprehensive Liability Insurance	Performance Bond Insurance
Internet Counterfeits Compensation Liability Insurance	Advance Payable Bond Insurance
Cyber Liability Insurance	Maintenance Bond Insurance
Childcare Workers Professional Indemnity Insurance	Fidelity Bond Insurance
Police Officers Liability Insurance	Insurance Brokers Bond Insurance
Money Insurance	Trade Credit Insurance
Fine Arts Comprehensive Insurance	Health Insurance
Burglary Insurance	Personal Accident Insurance
Bankers Blanket Bond Insurance	Comprehensive Travel Insurance
Glass Insurance	Homeowners Liability Insurance
Credit Card Comprehensive Insurance	Travel Agent Liability Insurance
Commercial Floater Comprehensive Insurance	Performance Bond (Travel Agents)

III Financial Statements

BALANCE SHEETS FOR 2018/12/31 & 2017/ 12/31 (EXPRESSED IN THOUSAND OF NEW TAIWAN DOLLARS)

Code	ASSETS	2018/12/31		2017/12/31	
		Amount	%	Amount	%
11000	Cash and cash equivalents	\$ 1,649,142	9	\$ 1,742,311	10
	Receivables				
12100	Notes receivable, net	148,907	1	148,369	1
12200	Premiums receivable, net	139,028	1	88,445	-
12500	Other accounts receivable	101,648	-	107,738	1
12000	Total Receivables	389,583	2	344,552	2
	Investments				
14110	Financial assets at fair value through profit or loss	2,672,268	15	68,629	1
14190	Financial assets at fair value through other comprehensive income	3,498,974	19	-	-
14120	Available-for-sale financial assets	-	-	6,091,569	34
14140	Financial assets carried at cost	-	-	145,037	1
14145	Investments in debt instruments measure at amortized cost, net	1,717,567	10	-	-
14160	Bond portfolios with no active market	-	-	211,342	1
14170	Financial assets in held-to-maturity	-	-	1,056,431	6
14180	Other financial assets	2,251,967	13	2,511,166	14
14200	Investments in real estate	67,691	-	68,193	-
14300	Mortgage loan	222,518	1	227,093	1
14000	Total Investments	10,430,985	58	10,379,460	58
	Reinsurance Assets				
15100	Claims recoverable from reinsurers , net	376,723	2	375,882	2
15200	Reinsurance receivable, net	186,819	1	159,178	1
15300	Reinsurance reserve assets, net	3,467,062	19	3,470,836	19
15000	Total Reinsurance Assets	4,030,604	22	4,005,896	22
16000	Fixed Assets	894,604	5	898,671	5
17000	Intangible Assets	39,143	-	43,172	-
17800	Deferred income tax assets	129,746	1	91,708	1
	Other Assets				
18100	Prepayments	17,125	-	10,569	-
18300	Refundable deposits	402,920	3	390,584	2
18700	Other assets-other	14,279	-	5,364	-
18000	Total Other Assets	434,324	3	406,517	2
	TOTAL ASSETS	\$ 17,998,131	100	\$ 17,912,287	100

Code	LIABILITIES	2018/12/31		2017/12/31	
		Amount	%	Amount	%
	Payables				
21100	Notes payable	\$ 3,112	-	\$ 3,602	-
21400	Commission payable	93,343	1	93,518	-
21500	Reinsurance payable	410,588	2	452,680	3
21600	Other accounts payable	267,882	1	286,910	2
21000	Total Payables	774,925	4	836,710	5
21700	Current income tax liabilities	51,844	-	70,242	-
23200	Financial liability at fair value through profit or loss	19,487	-	12,041	-
	Insurance Reserves				
24100	Unearned premium reserve	4,363,590	24	4,063,331	23
24200	Claims reserve	4,622,950	26	4,951,090	27
24400	Special reserve	2,744,718	15	2,694,797	15
24500	Premium deficiency reserve	5,848	-	3,289	-
24000	Total Insurance Reserves	11,737,106	65	11,712,507	65
27000	Liability reserves	306,817	2	294,761	2
	Deferred income tax liabilities				
28100	Deferred income tax liability-land revaluation increment tax	76,529	1	76,529	1
28200	Deferred income tax liability-income tax	19,147	-	4,584	-
28000	Total Deferred Income Tax Liabilities	95,676	1	81,113	1
	Other Liabilities				
25100	Collections in advance	91	-	91	-
25300	Guarantee deposits	16,800	-	11,568	-
25600	Other liabilities-other	46,229	-	50,026	-
25000	Total Other Liabilities	63,120	-	61,685	-
2XXXX	TOTAL LIABILITIES	13,048,975	72	13,069,059	73
	Capital				
31100	Common stock	2,001,386	11	2,001,386	11
32000	Capital surplus	5,278	-	5,278	-
	Retained Earnings				
33100	Legal reserve	860,578	5	727,722	4
33200	Special reserve	1,943,080	11	1,640,200	9
33300	Unappropriated earnings (Accumulated deficit)	283,452	1	382,303	2
33000	Total Retained Earnings	3,087,110	17	2,750,225	15
34000	Other equity	(144,618)	-	86,339	1
3XXXX	TOTAL EQUITY	4,949,156	28	4,843,228	27
	TOTAL LIABILITIES AND EQUITY	\$ 17,998,131	100	\$ 17,912,287	100



STATEMENTS OF COMPREHENSIVE INCOME
FOR 2018/12/31 & 2017/12/31
(EXPRESSED IN THOUSAND OF NEW TAIWAN DOLLARS)

Code		2018/1/1~2018/12/31		2017/1/1~2017/12/31	
		Amount	%	Amount	%
41110	Operating Revenues				
41120	Written premiums	\$ 8,658,680	124	\$ 8,606,403	124
41120	Assumed premiums	657,937	9	481,810	7
41100	Premiums income	9,316,617	133	9,088,213	131
51100	Less:Reinsurance premiums ceded	(3,065,854)	(44)	(2,963,509)	(43)
51310	Provision for unearned premium reserve (Net)	(92,963)	(1)	(112,287)	(2)
41130	Net Premium Earned	6,157,800	88	6,012,417	86
41300	Reinsurance commission income	645,490	9	585,160	9
41400	Handling fee revenues	23,260	-	22,815	-
41510	Net Investment Income				
41521	Interest income	166,279	3	179,666	3
41521	Gain (loss) on financial assets and liabilities at fair value through profit or loss	(186,882)	(3)	205,708	3
41522	Realized gain (loss) on available-for-sale financial assets	-	-	174,988	2
41523	Realized gain (loss) on financial assets carried at cost	-	-	6,310	-
41524	Realized gain (loss) on bond portfolios with no active market	-	-	45,629	1
41526	Excluding gain (loss) on financial assets measured at amortised cost	604	-	-	-
41527	Realized gain (loss) on financial assets at fair value through other comprehensive income	18,224	-	-	-
41550	Gain (loss) on foreign exchange	47,441	1	(275,646)	(4)
41570	Gain (loss) on investments in real estate	6,499	-	6,577	-
41585	Expected credit loss reversed-financial instruments	173	-	-	-
41590	Gain (loss) on other investments	62	-	40	-
41600	Gain (loss) on overlay approach	133,078	2	-	-
41500	Net Investment Income	185,478	3	343,272	5
41800	Other operating revenue	4	-	3	-
41000	Total Operating Revenues	7,012,032	100	6,963,667	100
51200	Operating Costs				
51200	Claims paid	5,067,698	73	5,133,165	73
41200	Less:claims recovered from reinsurers	(1,664,779)	(24)	(1,895,704)	(27)
51260	Net Claims	3,402,919	49	3,237,461	46
51320	Net Reserves				
51320	Claims reserve-Net	(121,933)	(2)	132,737	2
51340	Special reserve-Net	49,921	1	9,536	-
51350	Premium deficiency reserve-Net	2,524	-	(16,844)	-
51500	Commission expenses	1,399,290	20	1,308,481	19
51800	Other operating costs	18,492	-	30,111	-
51000	Operating Costs	4,751,213	68	4,701,482	67
58100	Operating Expenses				
58100	Selling expenses	1,278,493	18	1,315,281	19
58200	Administrative expenses	195,106	3	182,281	3
58300	Employee training expense	6,567	-	5,577	-
58400	Expected credit loss reversed-non financial instruments	1,133	-	-	-
58000	Operating Expenses	1,481,299	21	1,503,139	22
61000	Operating Income (Loss)	779,520	11	759,046	11
59000	Non-Operating Income and Expense	(7,102)	-	10,923	-
62000	"Gain (Loss) Before Income Tax "	772,418	11	769,969	11
63000	Income Tax Benefit (Expense)	(137,183)	(2)	(98,710)	(1)
66000	Net Income (Loss)	635,235	9	671,259	10
83110	Other Comprehensive Income (Loss)				
83110	Items that will not be reclassified subsequently to profit or loss:				
83110	Remeasurement of defined benefit plans	(19,940)	-	(8,411)	-
83190	Unrealized gain (loss) on investments in equity instruments at fair value through other comprehensive income	(6,948)	-	-	-
83180	Income tax benefit (expense) related to items that will not be reclassified subsequently to profit or loss	12,366	-	1,430	-
83100	Total Items that will not be reclassified subsequently to profit or loss	(14,522)	-	(6,981)	-
83210	Items that may be reclassified subsequently to profit or loss:				
83210	Exchange differences on translating the financial statements of foreign operations	2,130	-	-	-
83220	Unrealized gain (loss) on available-for-sale financial assets	-	-	27,765	-
83290	Unrealized gain (loss) on investments in debt instruments at fair value through other comprehensive income	(167,907)	(2)	-	-
83295	Gain (loss) on overlay approach measured at fair value through other comprehensive income	(133,078)	(2)	-	-
83280	Income tax benefit (expense) related to items that may be reclassified subsequently to profit or loss	39,589	-	(7,776)	-
83200	Total Items that may be reclassified subsequently to profit or loss	(259,266)	(4)	19,989	-
83000	Other Comprehensive Income(Loss), Net Of Tax	(273,788)	(4)	13,008	-
85000	Total Comprehensive Income (Loss) For The Year	\$ 361,447	5	\$ 684,267	10
97500	Earn(Loss) Per Share	\$ 3.17		\$ 3.35	

IV Management Team

Directors and Supervisors

Title	Name
Chairman	Chung-Chuan Wu
Director	Kevin Tu (Appointed 03.07.2018)
Director	P.H. Liao
Director	David Y.C. Cheng
Director	Hui-Ling Hsu
Director	Hung-Chou Chen
Director	H.Y. Tu
Director	Yu-Min Lian
Director	Ping-Yao Liao
Director	Hsieh-Liu Lee
Director	Nai-Wen Chang
Director	Shih-Yu Huang
Independent Director	Wei-Lung Chen (Appointed 03.07.2018)
Independent Director	Hsien-Feng Lee (Appointed 03.07.2018)
Independent Director	Shiu-Fen Lin (Appointed 27.08.2018)
Supervisor	King-Huo Lu
Supervisor	Shu-Chin Liang
Supervisor	Su-Hwe Ou (Appointed 03.07.2018)

Management

Head office	Name
President	Kevin Tu
Executive Vice President	Shih-Chi Lin
Executive Vice President	W.J.Chen (Appointed 03.11.2018)
Executive Vice President	Y.M. Hu (Appointed 03.11.2018)
Chief Auditor	Daniel H.H. Hsiao (Appointed 03.11.2018)
Chief Compliance Officer	Tsung-Cheng Kao
Vice President	M.S. Cheng
Vice President	J.K. Chen
Vice President	I Hsiung Chou
Vice President	Derek Hsu
Vice President	Sean S.Y. Tam (Appointed 05.11.2018)
Manager of Planning Dept.	Jesse Chang
Manager of Financial Dept.	Eileen Lo (Appointed 05.11.2018)
Manager of Investment Dept.	Antonio Huang (Appointed 01.04.2019)
Manager of Accounting Dept.	Janice Chen
Manager of Administration Dept.	W.C. Chang
Deputy Manager of Fire Dept.	Vicky Hsieh (Deputy 05.11.2018)
Manager of Marine Dept.	Sun-Yuan Ko
Manager of Motor Underwriting Dept.	Hung Ming Chou
Manager of Motor Claims Dept.	An-Jan Chou
Manager of Casualty Dept.	Sean S.Y. Tam (Appointed 05.11.2018)
Manager of Accident & Health Dept.	Johnson Chen
Manager of Business I	W.C. Chuang
Manager of Business II	Jenny Hua

Head office	Name
Manager of Business III	Shih Chang Kuo
Manager of Business V	Lio Lu
Manager of Business VI	Pai-Chiang An
Deputy Manager of Information Service Dept.	Shu Ching Cheng (Deputy 01.07.2019)
Manager of Risk Management Dept.	Kuo-Tung Hsu
Manager of Legal Affairs and Compliance Dept.	Tsung-Cheng Kao
Head of Internal Auditor	Mick Hwang
Senior Vice Manager of Reinsurance Unit	Gloria Deng
Assistant Manager of International Unit	Wei-Hu Tsao
Secretary of Board of Directors	Chia-Hsiang Lu

IN Branch offices	Name
Manager of Offshore Insurance Branch Taipei	W.J.Chen (Appointed 25.10.2018)
Manager of Taipei Branch	Richard Lin
Manager of Taoyuan Branch	Yu-Ching Yang
Manager of Hsinchu Branch	Jen-Yu Huang
Manager of Taichung Branch	Po-Tsang Chen
Manager of Yuanlin Branch	Tsung Hsi Hung
Manager of Tainan Branch	Yu Jen Huang
Manager of Kaohsiung Branch	Chih Chiang Wang



V Office Address

Corporate Offices

Units	Address	Tel.
Headquarter	5F.6F., No.560, Sec. 4, Zhongxiao E. Rd., Xinyi Dist., Taipei City, Taiwan	886-2-2758-8418
	3F.4F.5F., No.176, Sec. 1 , Keelung Rd., Xinyi Dist., Taipei City, Taiwan	886-2-2756-2200
	https://www.south-china.com.tw	
Call Center	5F., No.176, Sec. 1 , Keelung Rd., Xinyi Dist., Taipei City, Taiwan	886-2-2761-6969
Taipei Branch Office	18F., No.31, Sec. 2, Sanmin Rd., Banqiao Dist., New Taipei City, Taiwan	886-2-2954-7373
Taoyuan Branch Office	8F., No.332, Xianfu Rd., Taoyuan Dist., Taoyuan City, Taiwan	886-3-333-1412
Hsinchu Branch Office	No.161, Zhongyang Rd., Hsinchu City, Taiwan	886-3-532-4500
Taichung Branch Office	5F., No.698, Sec. 4, Wenxin Rd., Beitun Dist., Taichung City, Taiwan	886-4-2238-7818
Yuanlin Branch Office	3F., No.2, Sec. 2, Datong Rd., Yuanlin City, Changhua County, Taiwan	886-48-354-531
Tainan Branch Office	3F., No.154, Sec. 2, Yongfu Rd., West Central Dist., Tainan City, Taiwan	886-6-226-2131
Kaohsiung Branch Office	5F., No.78, Liuhe 1st Rd., Xinxing Dist., Kaohsiung City, Taiwan	886-7-238-0909
Offshore Insurance Branch Taipei	5F., No.560, Sec. 4, Zhongxiao E. Rd., Xinyi Dist., Taipei City, Taiwan	886-2-2756-2200
Chengchung Liaison Office	8F., No.3, Shaoxing N. St., Zhongzheng Dist., Taipei City, Taiwan	886-2-2321-3889
Chunglun Liaison Office	No.73, Sec. 4, Bade Rd., Songshan Dist., Taipei City, Taiwan	886-2-2761-3693
Shinlin Liaison Office	11F., No.192-1, Sec. 4, Chengde Rd., Shilin Dist., Taipei City, Taiwan	886-2-2883-7072
Nangang Liaison Office	No.140, Xinghua Rd., Nangang Dist., Taipei City, Taiwan	886-2-2788-6209

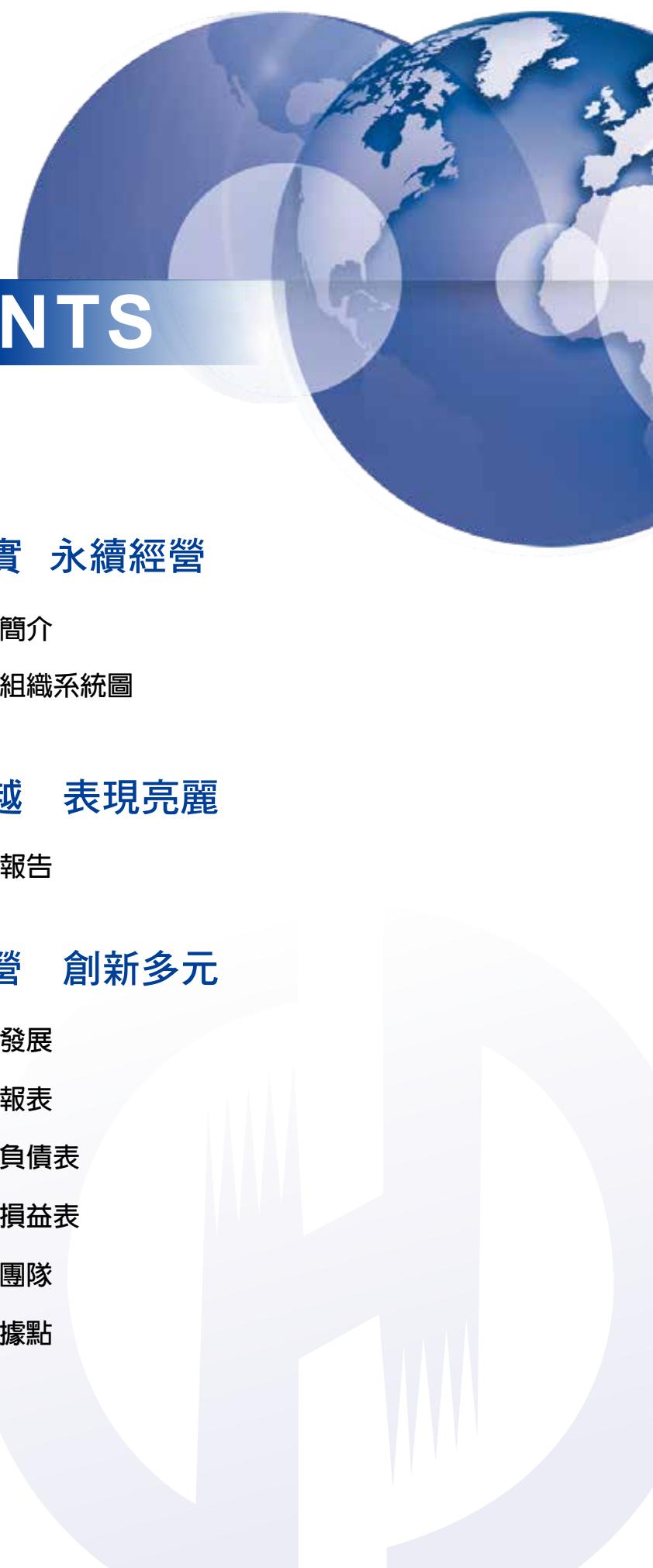
Units	Address	Tel.
Sanchung Liaison Office	Rm. B, 11F., No.66, Sec. 1, Chongyang Rd., Sanchong Dist., New Taipei City, Taiwan	886-2-2983-4455
Wenshan Liaison Office	No.45, Zhongyang Rd., Xindian Dist., New Taipei City, Taiwan	886-2-2218-1212
Shulin Liaison Office	No.258, Zhongzheng Rd., Shulin Dist., New Taipei City, Taiwan	886-2-2689-1008
Nankan Liaison Office	No.139, Nanshang Rd., Guishan Dist., Taoyuan City, Taiwan	886-3-222-5698
Chungli Liaison Office	No.175, Zhongyuan Rd., Zhongli Dist., Taoyuan City, Taiwan	886-3-434-5936
Toufen Liaison Office	No.403, Minzu Rd., Toufen Town, Miaoli County, Taiwan	886-37-613-889
Miaoli Liaison Office	No.365, Zhigong Rd., Miaoli City, Taiwan	886-37-337-557
Fengyuan Liaison Office	No.181, Zhongshan Rd., Fengyuan Dist., Taichung City, Taiwan	886-4-2529-0961
Minchuan Liaison Office	Rm. 503, No.102, Minquan Rd., Central Dist., Taichung City, Taiwan	886-4-2225-9285
Tachia Liaison Office	4F., No.10, Wenwu Rd., Dajia Dist., Taichung City, Taiwan	886-4-2688-2218
Shalu Liaison Office	4F., No.151-3, Zhonghua Rd., Qingshui Dist., Taichung City, Taiwan	886-4-2627-3299
Nantou Liaison Office	3F., No.236, Fuxing Rd., Nantou City, Taiwan	886-49-223-3706
Caotun Liaison Office	No.493, Bo-ai Rd., Caotun Town, Nantou County, Taiwan	886-49-236-7881
Changhua Liaison Office	No.300, Sec.1, Chung Shan Rd., Changhua City, Changhua County, Taiwan	886-4-711-5685
Lukang Liaison Office	No.90, Sec. 8, Zhanglu Rd., Lukang Township, Changhua County, Taiwan	886-4-778-0780



Units	Address	Tel.
Douliu Liaison Office	No.234, Juang Jing Rd., Douliu City, Yunlin County, Taiwan	886-5-532-3922
Chiayi Liaison Office	4F-3, No.762, Xinmin Rd., Chiayi City, Taiwan	886-5-286-4599
Xinying Liaison Office	No.304, Sec. 2, Xinjin Rd., Xinying Dist., Tainan City, Taiwan	886-6-656-2565
Rende Liaison Office	No.180, Zhongshan Rd., Rende Dist., Tainan City, Taiwan	886-6-249-0707
Xinxing Liaison Office	5F., No.61, Zhongzheng 3rd Rd., Xinxing Dist., Kaohsiung City, Taiwan	886-7-215-1998
Nanzi Liaison Office	No.292, Yuanzhong Rd., Nanzi Dist., Kaohsiung City, Taiwan	886-7-360-8220
Pingtung Liaison Office	1F., No.105, Ren'ai Rd., Pingtung City, Taiwan	886-8-735-3182
Fongshan Liaison Office	No.680, Chengqing Rd., Sanmin Dist., Kaohsiung City, Taiwan	886-7-767-6879
Taitung Liaison Office	No.396, Hanyang N. Rd., Taitung City, Taiwan	886-89-321-681
Hualien Liaison Office	No.12, Sec. 1, Heping Rd., Ji'an Township, Hualien County, Taiwan	886-3-856-0001
Luodong Liaison Office	1F., No.338-6, Gongzheng Rd., Luodong Town, Yilan County, Taiwan	886-3-956-5621
Keelung Liaison Office	4F., No.305, Ren 1st Rd., Keelung City, Taiwan	886-2-2420-1920
Shenzhen Rep Office	Room 709, Block C, Xintian Century Business Center, Shisha Beier Street, Futian District, Shenzhen City, Guangdong Province, China	86-755-82092345



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2018 ANNUAL REPORT

專業

Professionalism

前瞻

Foresight

創新

Innovation

當責

Accountability

熱情

Enthusiasm



公司簡介

誠穩信實 永續經營

使命

提供全方位保險專業服務，保障社會大眾生命財產安全，善盡企業社會責任。

願景

擁抱數位發展，成為客戶首選、員工喜愛的幸福企業。

核心價值

專業、前瞻、創新、當責、熱情。

成立沿革

創立於民國 52 年，同年 5 月 1 日開始營運；總公司設於台北市，目前設有 8 家分公司（包含國際保險業務分公司）及 31 所通訊處，並在中國大陸設有深圳代表處。

為強化組織發展，增進經營管理績效，並與社會大眾分享經營成果，於民國 80 年股票公開發行，民國 88 年股票於臺灣證券交易所上市。民國 92 年 8 月 15 日，以股份轉換方式成為華南金融控股股份有限公司百分之百持股之子公司，成為華南金融集團一員。額定資本額為新臺幣 2,001,386,250 元整並全數收足。

經營理念

本公司自成立以來，秉持「正派、誠信、親切、合理、勤儉」之經營理念，同時以專業、創新、效率的作風及親切誠懇的態度來服務客戶。在科技數位化的時代，以「前瞻思維，主動出擊」擁抱數位科技，創商品與服務，不斷精益求精，朝著「擁抱數位發展，成為客戶首選、員工喜愛的幸福企業」的新願景來努力，並發揚「專業、前瞻、創新、當責、熱情」的企業新核心價值。

營業項目

主要經營項目包括火災保險、運輸保險、汽車保險、工程保險、保證保險、責任及其他財產保險、傷害保險、健康保險及再保險等。

榮耀與肯定

- 中華信用評等公司：發行體信用評等、財務實力信用評等皆為「twAA」，未來展望為「穩定」。
- 國際評等（A.M. BEST 信用評等公司）：財務強度「A」、發行體信用「a」，評等展望為「穩定」。

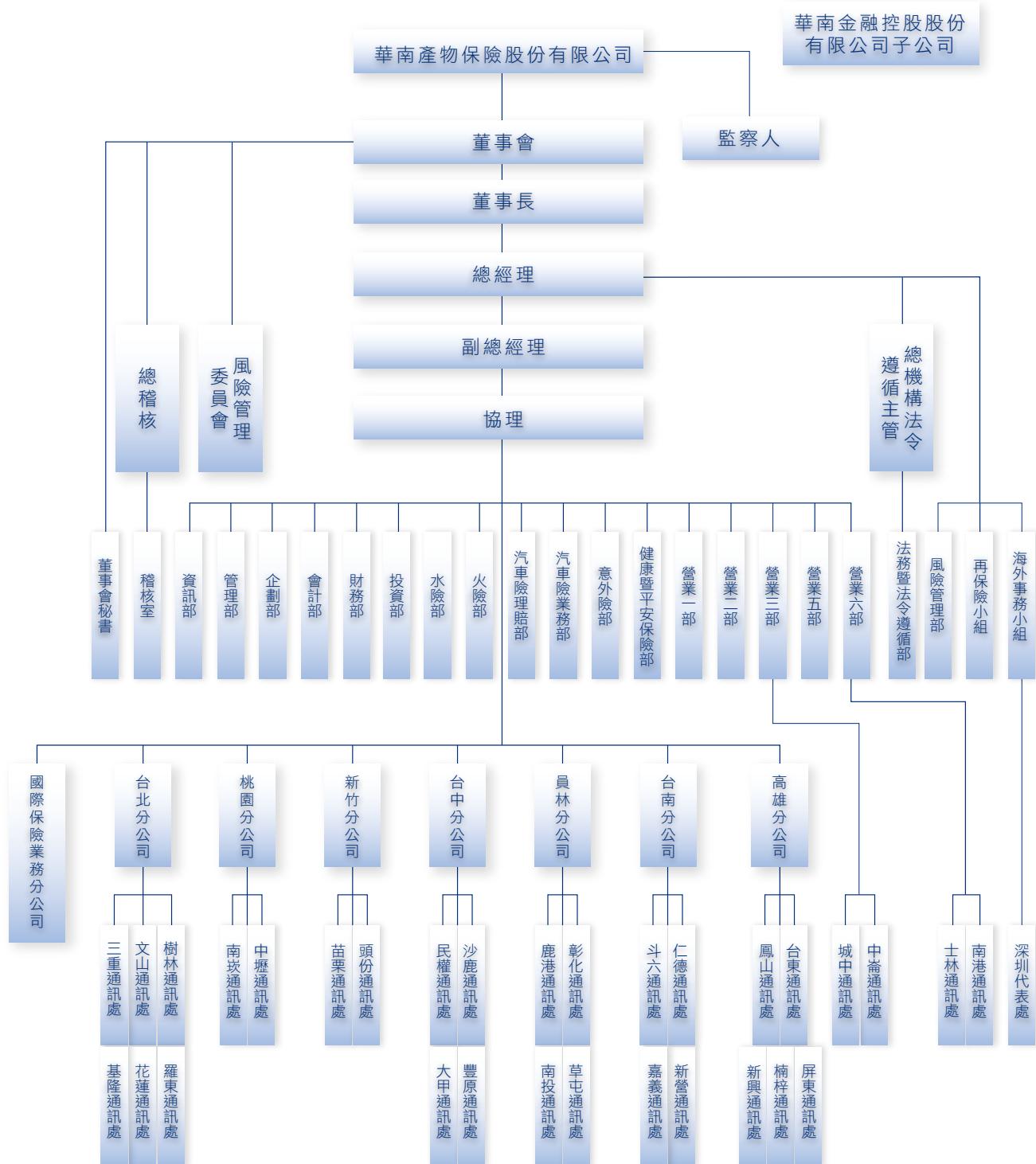
企業社會責任

本公司積極參與社會公益活動推動「關懷弱勢、關心社會」的企業公民意識，期許能以「取之於社會、用之於社會」的精神，持續協助弱勢，善盡社會責任。

員工活動

為提升整體士氣並凝聚員工向心力，本公司每年皆舉辦尾牙、新春團拜及員工旅遊等團康活動。另為照顧員工工作之餘的身心調劑，本公司亦鼓勵員工成立各類社團。

公司組織系統圖



專業

Professionalism



壹 經營報告

績效卓越 表現亮麗

回顧 107 年本國經濟發展情況，因歐美經濟溫和成長，國內經濟表現維持成長，經濟成長率略低於去年，財政部統計資料顯示，107 年度進出口貿易值仍高於去年，經濟動能仍屬穩定。

107 年度臺灣產險市場簽單保費 164,859,860 仟元，較 106 年度 155,982,538 仟元，成長 5.69%，綜合分析，車險、火險、意外險、水險、傷害暨健康險等險種皆較 106 年度成長，其中意外險成長 13.11% 最高，綜觀未來整體產業發展，仍維持成長之趨勢。

107 年度經營情況

一、營業計畫實施成果

107 年度簽單保費達 8,658,680 仟元，較前一年度成長 0.61%，其中：車險保費為 5,290,800 仟元，較前一年度負成長 0.73%；火險保費為 1,439,199 仟元，較前一年度成長 1.71%；水險保費為 495,828 仟元，較前一年度負成長 7.12%；意外險保費為 724,565 仟元，較前一年度成長 1.88%；健康暨傷害險保費為 708,288 仟元，較前一年度成長 14.84%；分進再保險費收入為 657,937 仟元，較前一年度成長 36.56%。

各險簽單賠款合計為 4,737,916 仟元，占總簽單保費的 54.72%。其中車險賠款為 3,031,578 仟元，占其簽單保費的 57.30%；火險賠款為 458,847 仟元，占其簽單保費的 31.88%；水險賠款為 355,896 仟元，占其簽單保費的 71.78%；意外險賠款為 433,935 仟元，占其簽單保費的 59.89%；健康暨傷害保險賠款為 457,660 仟元，占其簽單保費的 64.61%。

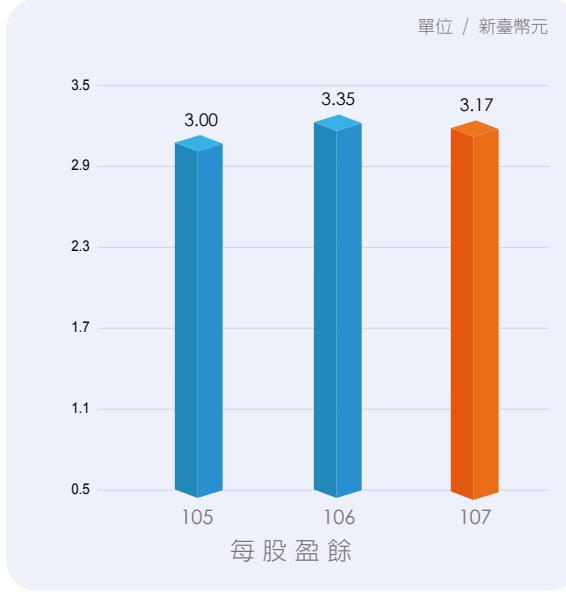
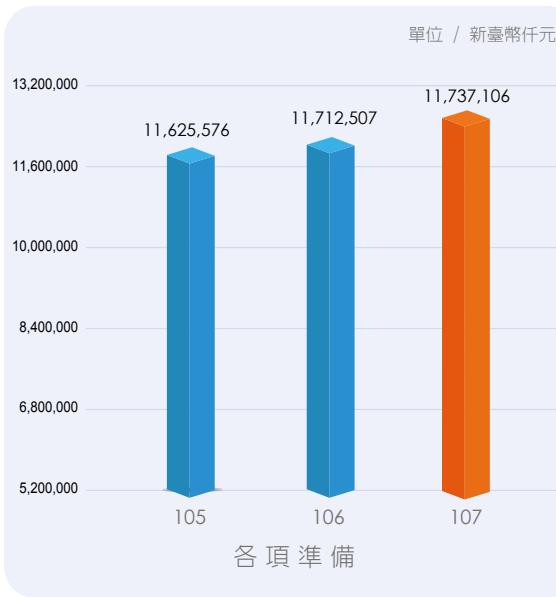
本公司營運發展，在落實法令遵循與風險控管、增強防制洗錢及打擊資恐、強化並落實個人資料管理、資訊管理效能及資安控管機制、穩健資產配置、及善盡企業社會責任等方面，整體管理及經營策略上均展現優良的經營績效，107 年度簽單保費仍維持成長趨勢，市場排名位居第七名，107 年度稅後每股盈餘達 3.17 元。

二、財務狀況

107 年度營業收入為 7,012,032 仟元，稅後淨利為 635,235 仟元，每股稅後盈餘 3.17 元。資產報酬率為 3.54%，權益報酬率為 12.98%。

單位 / 新臺幣仟元

財務狀況	105	106	107
保費收入	8,801,638	9,088,213	9,316,617
各項準備	11,625,576	11,712,507	11,737,106
投資收益	347,247	343,272	185,478
資產總額	17,401,952	17,912,287	17,998,131
稅前淨利 / 淨損	684,353	769,969	772,418
每股盈餘 (元)	3.00	3.35	3.17





三、研究發展狀況

因應營業通路及消費者多樣化之需求，本公司持續關注於新商品之研發及行銷專案之創新組合。107 年度共計開發 215 件新商品，銷售中之專案商品達 117 項，除掌握市場需求外，更能提供保戶完整的專業服務。配合政府政策且善盡社會責任，研發「華南產物風速及降雨量參數木瓜保險」，於 107 年 8 月獲金管會保險局核准銷售，做為瓜農風險移轉的防護屏障。

網路商機深具發展潛力，107 年本公司 eCover 商務網已提供旅行綜合保險、汽車保險、機車保險、住宅火險等，提供消費者 24 小時保費試算、投保、繳費、理賠服務及會員專區等功能，讓客戶有更便捷的保險服務。另順應數位發展趨勢，成立 LINE@ 平台，提供多元行銷服務，加強網路投保、保險服務的串連，未來也將注入 AI 機器人服務及更多進階線上服務功能，提供更多便捷的服務。

106 年起本公司獨自研發之「華南保險理賠即時通」系統，已於 107 年 2 月上線，以行動裝置（iPad）至現場行動受理賠案，以提升車險理賠服務的效率和品質。

因長期專業經營及熱心參與社會公益活動，本公司榮獲「保險信望愛」獎項之「最佳保險專業獎」、「最佳專業顧問獎」、「最佳通訊處獎」等大獎及「最佳社會責任獎」優選，受到社會各界的支持與肯定。也榮獲 A.M. BEST 公司給予信用評等「財務強度：A（優良），發行體信用 a，二項評等展望為穩定」。除此之外，中華信評公司給予信用評等「twAA，評等展望為穩定」，反映本公司擁有強健的資本水準，良好的銷售通路掌控能力、資本流動性優異及允當的風險管理與控管。

107 年度本公司本著業務創新、客戶第一及高效率服務的精神，在全體同仁共同努力之下，經營績效穩定成長；展望未來經營策略仍將以提高經營效益為最高原則，業務上不斷求新求變及提供顧客全方位之服務，並持續擴增資訊軟硬體設備、創新數位應用及提升資訊整合管理效益，穩健向前邁進，再創佳績。

董事長

吳崇權

總經理

凃志佳

前瞻

Foresight



貳 業務發展

穩健經營 創新多元

一、107 年度各險業務結構



二、各單位業務發展狀況

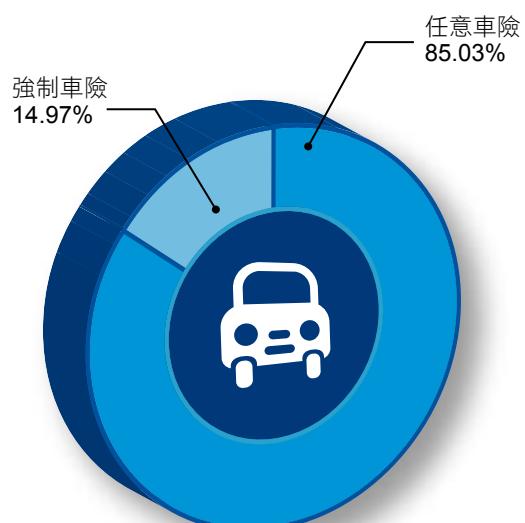
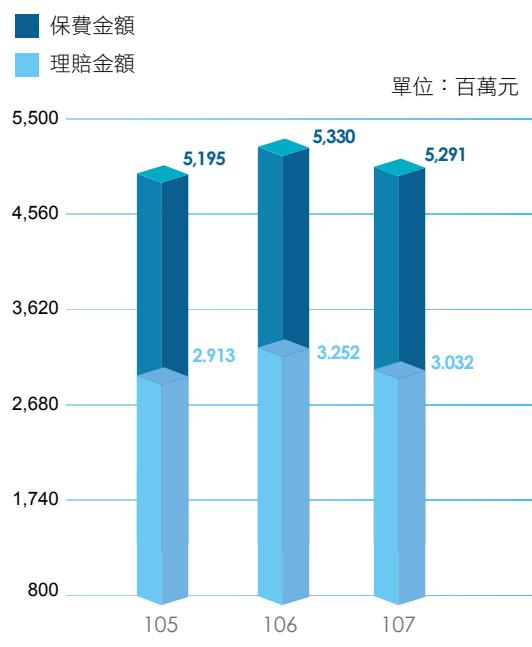
車險 固本開源 積極成長

107 年度市場新車銷售較 106 年衰退 2.1%，本公司車險簽單保費總計 5,290,800 仟元，較 106 年度衰退 0.73%。其中汽車任意保險部分簽單保費為 4,498,675 仟元，約占車險總簽單保費 85.03%；汽車強制險部分簽單保費為 792,125 仟元，約占車險總簽單保費 14.97%。本公司積極推動新通路業務開發及提升續保率以維持業務穩定。

展望 108 年，將拓展尚未經營之銷售據點以提高市占率，並依通路屬性擬訂商品組合，以期帶動保費成長。積極掌握市場資訊，適時搶攻銷售良好之品牌，且布局未來具潛力品牌以創造商機。

車險業務成長分析			
	105	106	107
保費金額	5,195	5,330	5,291
理賠金額	2,913	3,252	3,032

車險簽單保費結構	保費 (單位：新臺幣仟元)	占比 (%)
任意車險	4,498,675	85.03%
強制車險	792,125	14.97%





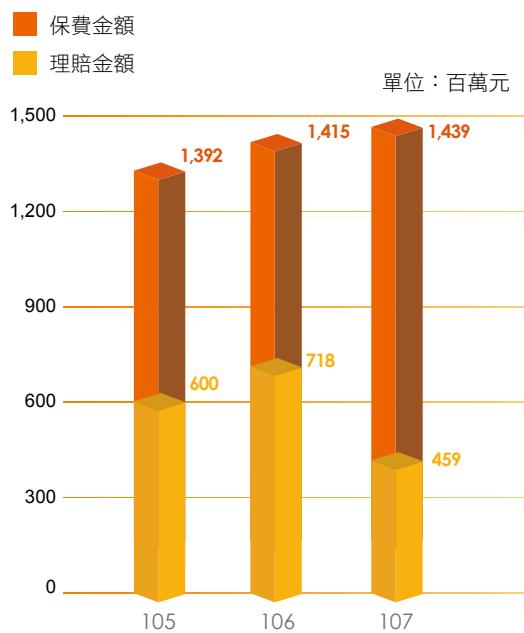
火險 精益求精 再創高峰

107 年度火險市場因受特定大型商火個案保期調整影響，整體市場呈現微幅成長 2.44%，本公司因佔比較低，受惠有限。在核保績效方面，本年度持續控管業務品質，且無重大天災事故下，簽單損失率僅 16.20%，為近年新低，帳上核保利潤達 3.05 億，亦創近四年新高。

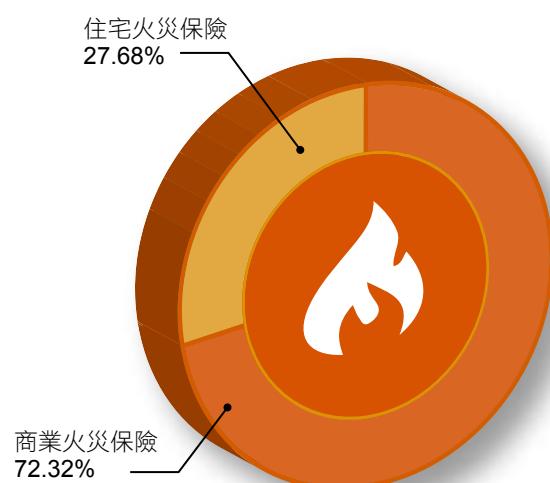
展望 108 年度，本公司將以業績提升、品質提升、流程提升、職能提升此四大面向為核心經營策略，在確保穩定核保利潤的前提下，力求市佔率之突破。首先將列管追蹤續保業務，並勉力爭取新保業務，鎖定優質大型目標業務增加承接比例，並簡化中小型商火報價流程，迅速提供正確報價，開拓新保業務；同時持續深化華銀住綜險專案，並將住綜險業務範疇擴及其他金融及保經代通路，提高整體獲利貢獻。

火險業務成長分析		單位 / 百萬元		
		105	106	107
保費金額		1,392	1,415	1,439
理賠金額		600	718	459

火險簽單保費結構	保費（單位：新臺幣仟元）	占比 (%)
商業火災保險	1,040,889	72.32%
住宅火災保險	398,310	27.68%



火險業務成長分析



火險簽單保費結構

水險 審慎踏實 穩中求勝

本公司107年度水險保費達495,828仟元，其中貨物險保費316,192仟元，船體險簽單保費139,557仟元，航空險簽單保費40,079仟元，整體業績較前一年減少約7%；惟船體險業績較前一年有將近9%的成長。

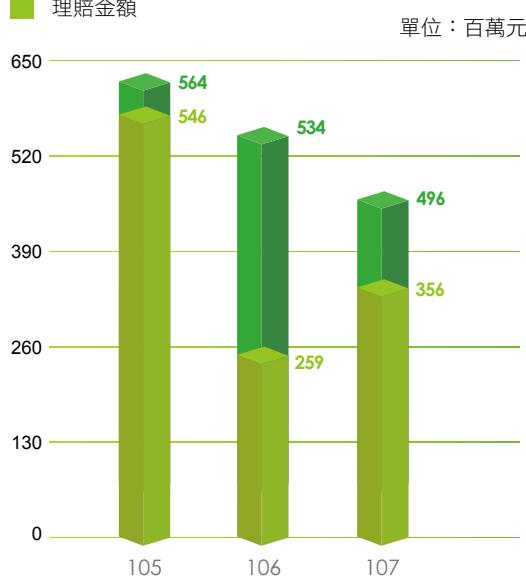
展望108年，全球景氣預期雖持續波動但已有逐漸回溫趨勢，政府推動強化內需產業，扶持在地產業發展與創新，均有助於擴張經濟成長動能。水險部將致力提升專業服務、結合金控資源推動共同行銷合作、並慎選外部保險仲介通路以擴大營業規模，稟持『審慎踏實、穩中求勝』的經營策略，並配合營業單位走訪客戶，努力開拓新客群，希望能在競爭激烈的市場中站穩腳步，積極面對市場變局。

單位 / 百萬元

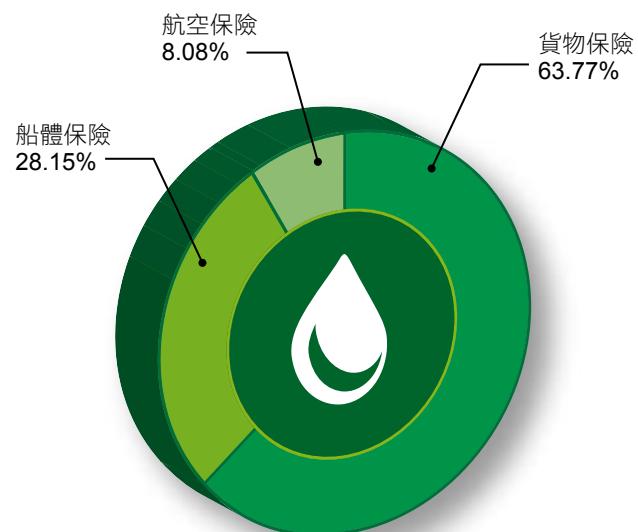
水險業務成長分析	105	106	107
保險金額	564	534	496
理賠金額	546	259	356

水險簽單保費結構	保費 (單位：新臺幣仟元)	占比 (%)
貨物保險	316,192	63.77%
船體保險	139,557	28.15%
航空保險	40,079	8.08%

■ 保費金額
■ 理賠金額



水險業務成長分析



水險簽單保費結構

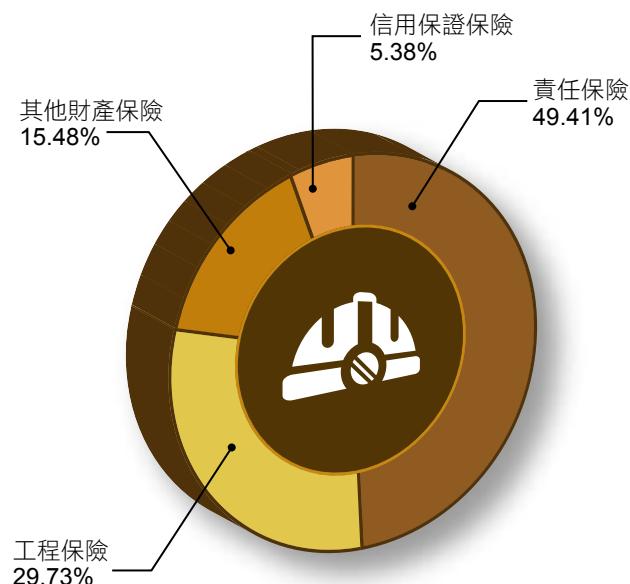
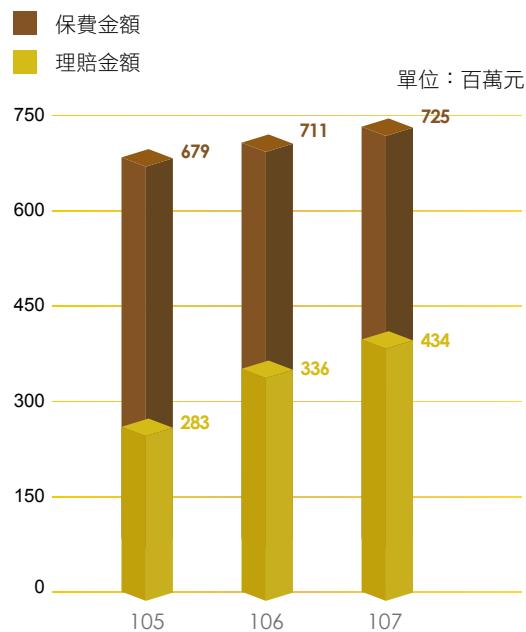
意外險 質量兼進 創造新機

本公司 107 年度意外險簽單保費總計新臺幣 724,565 仟元，較 106 年度成長 1.88%，其中責任保險簽單保費 358,023 仟元，小幅衰退 1.14%；工程保險簽單保費 215,393 仟元，成長 8.58%；其他財產保險簽單保費為 112,158 仟元，衰退 3.65%；信用保證保險簽單保費為 38,991 仟元，成長 13.83%，市占排名維持第 7 名。107 年無天災及重大損失，在持續控管核保品質，妥適安排再保政策下，核保利潤較 106 年大幅提升。

展望 108 年，意外險市場在綠能產業及手機保險業務持續加溫，以及雇主責任險及工程保險等多項商品將實施公會版參考費率題材下，預期整體保費將維持成長。本公司將藉由強化通路關係、創造商品差異化，達成業績成長及擴大優勢商品市佔之目標。另將陸續研發寵物保險、中小企業資安保險、手機保險等新型態商品，擴大商品經營範圍，進一步提升獲利，同時配合政府農業保險政策，繼木瓜保險後持續辦理其他品項商品。

單位 / 百萬元			
意外險業務成長分析	105	106	107
保費金額	679	711	725
理賠金額	283	336	434

意外險簽單保費結構	保費 (單位：新臺幣仟元)	占比 (%)
責任保險	358,023	49.41%
工程保險	215,393	29.73%
其它財產保險	112,158	15.48%
信用保證保險	38,991	5.38%



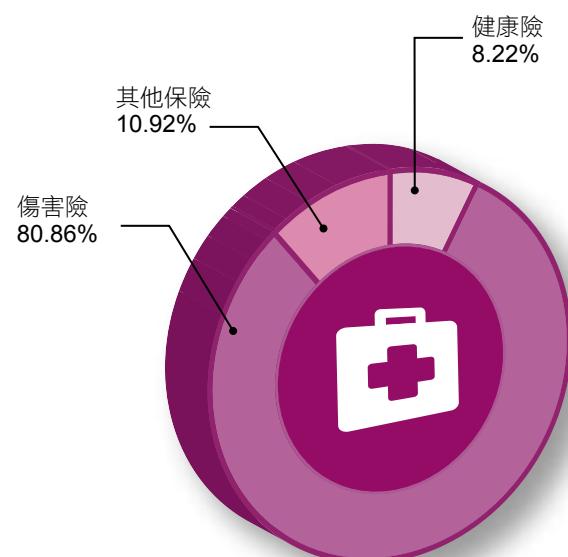
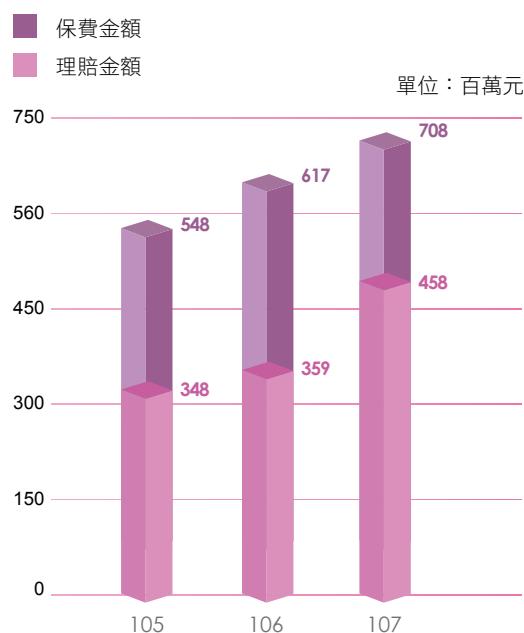
健康暨平安保險 提升品質 精益求精

本公司 107 年度健康、傷害險及其他保險簽單保費總計新臺幣 708,288 仟元。其中，健康險較 106 年度成長 98.19%，傷害險較 106 年度成長 12.03%，其他險較 106 年度成長 1.52%，整體較 106 年成長 14.84%；107 年度之業務發展策略，加強行銷活動及集團業務推展，持續保經代通路業務推動，配合通路業務屬性，活化商品組合，包裝新專案。

展望 108 年，持續保經代通路業務推展，推廣個人傷害保險業務，降低團體傷害保險業務占比，改善業務結構。加強業務篩選，以降低損率。

單位 / 百萬元			
健康暨傷害險業務成長分析	105	106	107
保費金額	548	617	708
理賠金額	348	359	458

健康暨傷害險簽單保費結構	保費 (單位：新臺幣仟元)	占比 (%)
健康險	58,244	8.22%
傷害險	572,705	80.86%
其它保險	77,339	10.92%



健康暨傷害險業務成長分析

健康暨傷害險簽單保費結構



商品開發

商品躍進 通路齊揚

產險業市場競爭激烈程度有增無減，107 年持續以創新商品及開發新通路業務為重要主軸：

一、創新商品及新的客製化組合商品：

自行開發華南產物風速及降雨量參數木瓜保險、華南產物風速及降雨量參數木瓜保險棚架網室附加條款、華南產物人事保證保險延長損失通知期間附加條款（離職員工）、華南產物托育人員專業責任保險、華南產物旅行綜合保險等待返國住宿費用保險附加條款、華南產物旅行綜合保險班機改降補償保險附加條款等，以維持競爭優勢、擴增新的商機及業務成長。

二、開發新通路及擴大通路業務比重：

持續開拓新通路及提高通路業務的業務規模及比重，以提升業務動能。

再保險

平穩風險 聚焦獲利

台灣地區連續兩年無重大天災損失，再保市場尚屬平穩。反觀國際市場，美國加州再次發生野火，損失金額超過 165 億美金；日本也接連遭受數個颱風侵襲，災損最嚴重的燕子颱風，其保險損失已達 100 億美金，且持續發展中。於連年虧損後，倫敦勞合社進行全面審核，多家 Syndicate 因此結束營業或縮減經營項目，國際再保市場能量急速縮減，如何妥適安排再保儼然成為挑戰。此外，國際保險分公司維持聚焦再保合約業務；延續審慎經營原則，於中國、東南亞各地佈局，以求穩健成長。

風險管理

控管風險 提升效益

為提升風險管理機制與組織之運作，本公司透過董事會層級之風險管理委員會及總經理層級之風險管理暨資產負債管理會議之召開，持續由上而下監督及由下而上落實風險管理機制及風險管理文化，以確保各項風險管理作業與本公司經營目標及策略相符。

另建構稽核、風管、法遵單位合作平台及運用資料科學，強化廣義風險管理防線、發展各業務經濟資本衡量方法及關鍵風險控管指標等機制，以逐步提升風險管理及公司治理效益。

海外事務

穩定前進 審慎務實

搭配國際業務分公司（OIU），開發大陸以及亞洲地區合約再保險業務，尋求長期合作的夥伴與國際保險業務的往來。

共同行銷

整合行銷 迭創佳績

本公司自 92 年加入華南金融集團，辦理共同行銷業務，在兄弟公司華南銀行、華南永昌證券及華南期貨等公司共 237 個營業據點全面設置共同行銷區，透過集團龐大豐富金融商品、通路與客戶三大資源加強客戶的服務提升營運績效。

為強化及持續共同行銷動能，本公司每年結合集團金融商品，以客戶需求為出發點，定期規劃推出複合式商品行銷活動，滿足客戶一次購足全方位金融商品之需求，以提升共同行銷績效，強化客戶黏著度。

在母公司整合下，透過跨子公司間的「企金整合行銷團隊」整合集團行銷資源，並運用「跨業行銷平台」協助集團間轉介案件之追蹤與管理。且在員工銷售意識逐漸建立下，母公司亦已建立了「員工銷售平台」，透過共銷業務轉介累積銷售點數，使共銷獎勵規則更明確化，集團員工共銷意願更為提高。

展望未來，除了持續規劃複合式行銷活動及利用 CRM 客戶行銷活動外，再藉由母公司華得來集點平台建立可強化客戶對集團黏著度，本公司共同行銷產險業務將能持續成長提升本公司營運績效。

三、營業項目

任意汽車保險	專業責任保險
強制汽車責任保險	醫療機構綜合責任保險
火災保險	醫療機構過失保險
火災保險附加險	高爾夫球員綜合保險
海上貨物保險	企業／法人／採購卡責任豁免保險
海上船舶保險	刑事執行人員責任保險
海上漁船保險	藥師與藥劑生業務責任保險
航空保險	老人及身心障礙福利機構綜合責任保險
熱氣球綜合保險	網路購物贗品補償契約責任保險
海運貨物終站營運人保險	資料保護保險
營造綜合保險	托育人員專業責任保險
安裝工程綜合保險	警察人員責任保險
營建機具綜合保險	現金保險
機械保險	藝術品綜合保險
鍋爐保險	竊盜保險
完工土木工程保險	銀行業綜合保險
電子設備保險	玻璃保險
機械綜合保險	信用卡綜合保險
公共意外責任保險	商業動產流動綜合保險
僱主意外責任保險	個人型建築物使用權保險
營繕承包人意外責任保險	商業型建築物使用權保險
高爾夫球員責任保險	藝術品展覽保險
產品責任保險	節目中斷保險
醫師業務責任保險	珠寶商綜合保險
電梯意外責任保險	電子及電腦犯罪綜合保險
金融業保管箱責任保險	風速及降雨量參數木瓜保險
意外汙染責任保險	履約保證金保證保險
鐵路旅客運送責任保險	預付款保證金保證保險
保全業責任保險	保固保證金保證保險
會計師責任保險	員工誠實保證保險
律師責任保險	保險經紀人保證保險
建築師工程師專業責任保險	應收帳款信用保險
保險代理人經紀人專業責任保險	健康保險
保險公證人專業責任保險	傷害保險
董事監事暨重要職員責任保險	旅行綜合保險
液化石油氣暨液化石油氣鋼瓶綜合保險	個人及其家庭成員責任保險
毒性化學物質運作人責任保險	旅行業責任保險
教育團體責任保險	旅行業履約保證保險

創新

Innovation




財務報告

華南產物保險股份有限公司
資產負債表
民國 107 年及 106 年 12 月 31 日

單位：新台幣仟元

代碼	資產	107 年 12 月 31 日		106 年 12 月 31 日	
		金額	%	金額	%
11000	現金及約當現金	\$ 1,649,142	9	\$ 1,742,311	10
	應收款項				
12100	應收票據	148,907	1	148,369	1
12200	應收保費	139,028	1	88,445	-
12500	其他應收款	101,648	-	107,738	1
12000	應收款項合計	389,583	2	344,552	2
	投資				
14110	透過損益按公允價值衡量之金融資產	2,672,268	15	68,629	1
14190	透過其他綜合損益按公允價值衡量之金融資產	3,498,974	19	-	-
14120	備供出售金融資產	-	-	6,091,569	34
14140	以成本衡量之金融資產	-	-	145,037	1
14145	按攤銷後成本衡量之金融資產	1,717,567	10	-	-
14160	無活絡市場之債務工具投資	-	-	211,342	1
14170	持有至到期日金融資產	-	-	1,056,431	6
14180	其他金融資產	2,251,967	13	2,511,166	14
14200	投資性不動產	67,691	-	68,193	-
14300	放款	222,518	1	227,093	1
14000	投資合計	10,430,985	58	10,379,460	58
	再保險合約資產				
15100	應攤回再保賠款與給付－淨額	376,723	2	375,882	2
15200	應收再保往來款項－淨額	186,819	1	159,178	1
15300	再保險準備資產－淨額	3,467,062	19	3,470,836	19
15000	再保險合約資產合計	4,030,604	22	4,005,896	22
16000	不動產及設備	894,604	5	898,671	5
17000	無形資產	39,143	-	43,172	-
17800	遞延所得稅資產	129,746	1	91,708	1
	其他資產				
18100	預付款項	17,125	-	10,569	-
18300	存出保證金	402,920	3	390,584	2
18700	其他資產－其他	14,279	-	5,364	-
18000	其他資產合計	434,324	3	406,517	2
1XXXX	資產總計	\$ 17,998,131	100	\$ 17,912,287	100

(接次頁)

(承前頁)

單位：新臺幣仟元

代碼	負債及權益	107 年 12 月 31 日		106 年 12 月 31 日	
		金額	%	金額	%
應付款項					
21100	應付票據	\$ 3,112	-	\$ 3,602	-
21400	應付佣金	93,343	1	93,518	-
21500	應付再保往來款項	410,588	2	452,680	3
21600	其他應付款	267,882	1	286,910	2
21000	應付款項合計	774,925	4	836,710	5
21700	本期所得稅負債	51,844	-	70,242	-
23200	透過損益按公允價值衡量之金融負債	19,487	-	12,041	-
保險負債					
24100	未滿期保費準備	4,363,590	24	4,063,331	23
24200	賠款準備	4,622,950	26	4,951,090	27
24400	特別準備	2,744,718	15	2,694,797	15
24500	保費不足準備	5,848	-	3,289	-
24000	保險負債合計	11,737,106	65	11,712,507	65
27000	負債準備	306,817	2	294,761	2
遞延所得稅負債					
28100	遞延所得稅負債－土地增值稅	76,529	1	76,529	1
28200	遞延所得稅負債－所得稅	19,147	-	4,584	-
28000	遞延所得稅負債合計	95,676	1	81,113	1
其他負債					
25100	預收款項	91	-	91	-
25300	存入保證金	16,800	-	11,568	-
25900	其他負債－其他	46,229	-	50,026	-
25000	其他負債合計	63,120	-	61,685	-
2XXXX	負債總計	13,048,975	72	13,069,059	73
31100	普通股	2,001,386	11	2,001,386	11
32000	資本公積	5,278	-	5,278	-
保留盈餘					
33100	法定盈餘公積	860,578	5	727,722	4
33200	特別盈餘公積	1,943,080	11	1,640,200	9
33300	未分配盈餘	283,452	1	382,303	2
33000	保留盈餘總計	3,087,110	17	2,750,225	15
34000	其他權益	(144,618)	-	86,339	1
3XXXX	權益總計	4,949,156	28	4,843,228	27
	負債及權益總計	\$ 17,998,131	100	\$ 17,912,287	100

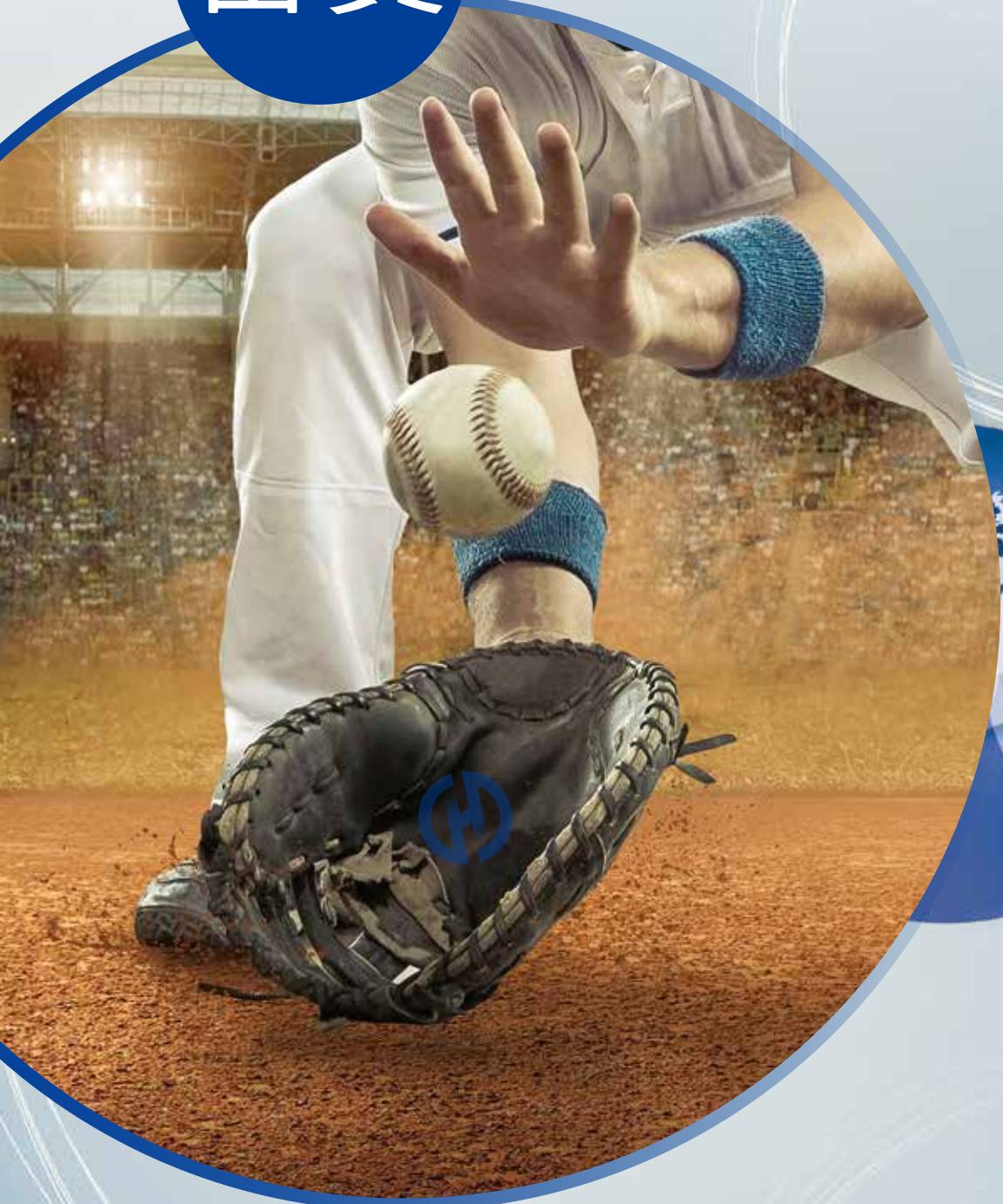
華南產物保險股份有限公司
綜合損益表
民國 107 年及 106 年 1 月 1 日至 12 月 31 日

單位：新臺幣仟元，惟每股盈餘為元

代碼		107 年度		106 年度		變動百分比 (%)
		金額	%	金額	%	
	營業收入					
41110	自留滿期保費收入	\$ 8,658,680	124	\$ 8,606,403	124	1
41120	簽單保費收入	657,937	9	481,810	7	37
41100	再保費收入	9,316,617	133	9,088,213	131	3
51100	減：再保費支出	(3,065,854)	(44)	(2,963,509)	(43)	3
51310	減：未滿期保費準備淨變動	(92,963)	(1)	(112,287)	(2)	(17)
41130	自留滿期保費收入	6,157,800	88	6,012,417	86	2
41300	再保佣金收入	645,490	9	585,160	9	10
41400	手續費收入	23,260	-	22,815	-	2
	淨投資損益					
41510	利息收入	166,279	3	179,666	3	(7)
41521	透過損益按公允價值衡量之金融資產及負債損益	(186,882)	(3)	205,708	3	(191)
41522	備供出售金融資產之已實現損益	-	-	174,988	2	(100)
41523	以成本衡量之金融資產之已實現損益	-	-	6,310	-	(100)
41524	無活絡市場之債務工具投資損益已實現損益	-	-	45,629	1	(100)
41526	除列按攤銷後成本衡量之金融資產淨損益	604	-	-	-	-
41527	透過其他綜合損益按公允價值衡量之金融資產已實現損益	18,224	-	-	-	-
41550	兌換利益	47,441	1	(275,646)	(4)	117
41570	投資性不動產利益	6,499	-	6,577	-	(1)
41585	投資之預期信用減損損失及迴轉利益	173	-	-	-	-
41590	其他淨投資損益	62	-	40	-	55
41600	採用覆蓋法重分類之損益	133,078	2	-	-	-
41500	淨投資損益合計	185,478	3	343,272	5	(46)
41800	其他營業收入	4	-	3	-	33
41000	營業收入合計	7,012,032	100	6,963,667	100	1
	營業成本					
51200	自留保險賠款與給付	5,067,698	73	5,133,165	73	(1)
41200	保險賠款與給付	(1,664,779)	(24)	(1,895,704)	(27)	(12)
51260	減：攤回再保賠款與給付	3,402,919	49	3,237,461	46	5
	自留保險賠款與給付合計					
51320	其他保險負債淨變動	(121,933)	(2)	132,737	2	(192)
51340	賠款準備淨變動	49,921	1	9,536	-	424
51350	特別準備淨變動	2,524	-	(16,844)	-	115
51500	保費不足準備淨變動	\$ 1,399,290	20	\$ 1,308,481	19	7
51800	佣金費用	18,492	-	30,111	-	(39)
51000	其他營業成本	4,751,213	68	4,701,482	67	1
	營業成本合計					
58100	營業費用	1,278,493	18	1,315,281	19	(3)
58200	業務費用	195,106	3	182,281	3	7
58300	管理費用	6,567	-	5,577	-	18
58400	員工訓練費用	1,133	-	-	-	-
58000	非投資之預期信用減損損失及迴轉利益	1,481,299	21	1,503,139	22	(1)
61000	營業費用合計	779,520	11	759,046	11	3
59000	營業利益	(7,102)	-	10,923	-	(165)
62000	營業外收入及支出	772,418	11	769,969	11	-
63000	繼續營業單位稅前純益	(137,183)	(2)	(98,710)	(1)	39
66000	所得稅費用	635,235	9	671,259	10	(5)
	本期淨利					
	其他綜合損益					
83110	不重分類至損益之項目					
83190	確定福利計畫之再衡量數	(19,940)	-	(8,411)	-	137
83180	透過其他綜合損益按公允價值衡量之權益工具評價損益	(6,948)	-	-	-	-
83100	與不重分類之項目相關之所得稅	12,366	-	1,430	-	765
	不重分類至損益之項目合計	(14,522)	-	(6,981)	-	108
	後續可能重分類至損益之項目					
83210	國外營運機構財務報表換算之兌換差額	2,130	-	-	-	-
83220	備供出售金融資產之未實現評價利益	-	-	27,765	-	(100)
83290	透過其他綜合損益按公允價值衡量之債務工具損益	(167,907)	(2)	-	-	-
83295	採用覆蓋法重分類之其他綜合損益	(133,078)	(2)	-	-	-
83280	與可能重分類之項目相關之所得稅	39,589	-	(7,776)	-	609
83200	後續可能重分類至損益之項目合計	(259,266)	(4)	19,989	-	(1,397)
83000	其他綜合損益	(273,788)	(4)	13,008	-	(2,205)
85000	本期綜合損益總額	\$ 361,447	5	\$ 684,267	10	(47)
	每股盈餘					
97500	基本每股盈餘	\$ 3.17		\$ 3.35		

當責

Accountability



董事監察人

職稱	姓名	備註
董事長	吳崇權	
董事	涂志佶	107.07.03 新任
董事	廖伯熙	
董事	鄭永春	
董事	許惠玲	
董事	陳皇州	
董事	杜恒誼	
董事	梁育銘	
董事	廖炳燿	
董事	李榭榴	
董事	張乃文	
董事	黃士育	
獨立董事	陳惟龍	107.07.03 新任
獨立董事	李顯峰	107.07.03 新任
獨立董事	林秀芬	107.08.27 新任
監察人	呂金火	
監察人	梁淑琴	
監察人	歐淑惠	107.07.03 新任

單位主管

總公司主管	姓名
總經理	涂志佶
副總經理	林適祺
副總經理	陳文智 (107.11.03 新任)
副總經理	胡一鳴 (107.11.03 新任)
總稽核	蕭鶴賢 (107.11.03 新任)
總機構法令遵循主管	高琮程
協理	鄭茂樹
協理	陳長坤
協理	周宜雄
協理	許良賢
協理	檀思源 (107.11.05 新任)
企劃部經理	張鈞傑
財務部經理	羅怡玲 (107.11.05 新任)
投資部經理	黃泓翔 (108.04.01 新任)
會計部經理	陳貞吟
管理部經理	張文志
火險部代理經理	謝岫玲 (107.11.05 代理)
水險部經理	柯孫源
車險業務部經理	周宏明
車險理賠部經理	周安然
意外險部經理	檀思源 (兼) (107.11.05 新任)
健康暨平安保險部	陳永祿
營業一部經理	莊文全
營業二部經理	花雅筠
營業三部經理	郭世昌
營業五部經理	呂承祚
營業六部經理	安百強
資訊部代理經理	鄭淑琴 (108.07.01 代理)
風險管理部經理	許國棟
法務暨法令遵循部經理	高琮程 (兼)
稽核室主任	黃民悅
再保險小組專門委員	鄧國榮
海外事務小組襄理	曹維琥
董事會秘書	呂嘉祥
分公司主管	姓名
國際保險業務分公司經理	陳文智 (兼) (107.10.25 新任)
台北分公司經理	林子貴
桃園分公司經理	楊欲慶
新竹分公司經理	黃仁譽
台中分公司經理	陳柏蒼
員林分公司經理	洪宗喜
台南分公司經理	黃裕人
高雄分公司經理	汪志強

熱情

Enthusiasm





單位	郵遞區號	地址	電話
總公司	11071	台北市信義區忠孝東路四段 560 號 5、6 樓	(02)2758-8418
	11072	台北市信義區基隆路一段 176 號 3、4、5 樓	(02)2756-2200
台北分公司	22069	新北市板橋區三民路二段 31 號 18 樓	(02)2954-7373
桃園分公司	33053	桃園市桃園區縣府路 332 號 8 樓	(03)333-1412
新竹分公司	30041	新竹市中央路 161 號	(03)532-4500
台中分公司	40651	台中市北屯區文心路四段 698 號 5 樓	(04)2238-7818
員林分公司	51050	彰化縣員林市大同路二段 2 號 3 樓	(04)835-4531
台南分公司	70048	臺南市中西區永福路二段 154 號 3 樓	(06)226-2131
高雄分公司	80055	高雄市新興區六合一路 78 號 5 樓	(07)238-0909
國際保險業務分公司	11071	台北市信義區忠孝東路四段 560 號 5 樓	(02)2756-2200
城中通訊處	10049	台北市中正區紹興北街 3 號 8 樓	(02)2321-3889
中崙通訊處	10561	台北市松山區八德路四段 73 號	(02)2761-3693
士林通訊處	11167	台北市士林區承德路四段 192-1 號 11 樓	(02)2883-7072
南港通訊處	11553	台北市南港區興華路 140 號	(02)2788-6209
三重通訊處	24161	新北市三重區重陽路一段 66 號 11 樓 B 室	(02)2983-4455
文山通訊處	23150	新北市新店區中央路 45 號	(02)2218-1212
樹林通訊處	23867	新北市樹林區中正路 258 號	(02)2689-1008
南崁通訊處	33392	桃園市龜山區南上路 139 號	(03)222-5698
中壢通訊處	32068	桃園市中壢區中園路 175 號	(03)434-5936
頭份通訊處	35151	苗栗縣頭份鎮民族路 403 號	(037)613-889
苗栗通訊處	36048	苗栗市至公路 365 號	(037)337-557
豐原通訊處	42047	台中市豐原區中山路 181 號	(04)2529-0961
民權通訊處	40041	台中市中區民權路 102 號 503 室	(04)2225-9285
大甲通訊處	43747	台中市大甲區文武路 10 號 4 樓	(04)2688-2218
沙鹿通訊處	43649	台中市清水區中華路 151 之 3 號 4 樓	(04)2627-3299
南投通訊處	54062	南投市復興路 236 號 3 樓	(049)223-3706
草屯通訊處	54256	南投縣草屯鎮博愛路 493 號	(049)236-7881
彰化通訊處	50058	彰化市中山路一段 300 號	(04)711-5685
鹿港通訊處	50568	彰化縣鹿港鎮彰鹿路八段 90 號	(04)778-0780
斗六通訊處	64043	雲林縣斗六市莊敬路 234 號	(05)532-3922
嘉義通訊處	60054	嘉義市新民路 762 號 4 樓之 3	(05)286-4599
新營通訊處	73061	臺南市新營區新進路二段 304 號	(06)656-2565
仁德通訊處	71752	臺南市仁德區中山路 180 號	(06)249-0707
新興通訊處	80054	高雄市新興區中正三路 61 號 5 樓	(07)215-1998
楠梓通訊處	81148	高雄市楠梓區援中路 292 號	(07)360-8220
屏東通訊處	90053	屏東市仁愛路 105 號 1 樓	(08)735-3182
鳳山通訊處	80770	高雄市三民區澄清路 680 號	(07)767-6879
台東通訊處	95055	台東市漢陽北路 396 號	(089)321-681
花蓮通訊處	97346	花蓮縣吉安鄉和平路一段 12 號	(03)856-0001
羅東通訊處	26542	宜蘭縣羅東鎮公正路 338 之 6 號 1 樓	(03)956-5621
基隆通訊處	20051	基隆市仁一路 305 號 4 樓	(02)2420-1920
深圳代表處		中國廣東省深圳市福田區石廈北二街西新天世紀商務中心 C 座 709 室	86-755-82092345

使命 Mission

提供全方位保險專業服務，保障社會大眾生命財產安全，善盡企業社會責任

願景 Vision

擁抱數位發展，成為客戶首選、員工喜愛的幸福企業



華南保險
SOUTH CHINA INSURANCE

華南金融集團

專業 前瞻 創新 嘗責 熱情



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