



## What does Premier stand for?

### Our Vision

To deliver excellence to our policyholders, shareholders, distributors, reinsurance partners, and other stakeholders built on a foundation of trust, professionalism, and financial security.

### Our Mission

We seek to offer our policyholders a product that meets their needs, is competitively and fairly priced, exceeds their expectations, and is backed by a financially secure business.

We aim to build long-term value for our shareholders.

We will work with our distributors, building long term relationships and ensuring that our products are suitable to their needs and those of their customers and that our distributors are fairly rewarded.

We will constantly review our processes and behaviours and continually seek ways in which we can improve.

We will work in partnership with our reinsurers and maintain an open, professional dialogue.

We seek to provide our employees with a safe, inclusive working environment where they have opportunities for growth and personal development.

We will have a professional, open relationship with our regulator, seek to have the highest standards of corporate governance, and to lead the way with implementing best practice in all that we do.

We aim to maintain external accreditation of the strength of the business through a suitable credit rating.

### Our Values

Our core values are:

Honesty, trust, and integrity

Professionalism

Teamwork and collaboration: Our staff are the backbone of the business. We work together as a team to achieve our goals

Respect: Everyone is valued and contributes to the business' success

Accountability and responsibility

Proactive improvement: We seek to constantly develop and evolve and get better at what we do

Excellence: Our core values will ensure that we build a highly successful business that is a market-leader within its niche and is respected by all its stakeholders