

# Our Identity

## Why we do what we do

### Our belief

We believe progress happens when people feel secure

### Our purpose

We exist to help people embrace today and confidently pursue tomorrow

### Our promise

We promise protection for the unexpected, delivered with care

# Our Values

## How we do what we do

### Be open

Engage with all people and possibilities

### Act responsibly

Do what's right and follow through

### Keep it simple

Be clear and transparent



### Make things better

Be proactive and challenge the status quo

### Put people first

Act with empathy, dignity and respect