

Sampo Group's **Annual Report 2013**

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Corporate Responsibility Corporate Responsibility

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Corporate responsibility is an inherent component of insurance activities and it is high on the agenda both in If P&C, the largest P&C insurer in the Nordic and Baltic countries, and Mandatum Life, the leading life insurer in Finland and the Baltic countries. It is also demonstrated by the fact that Sampo Group companies are significant taxpayers in their main markets.

If has a basic commitment to promote a society in which everyone is able to live safely and securely. Along with the police, rescue services, judiciary and other public authorities, the property and casualty insurance companies play a key role in creating a safe and secure society.

If endeavors to take its social responsibility beyond its business operations. Its principal objective is to constantly act in a manner that satisfies or exceeds the ethical, legal, and commercial requirements placed upon the business.

Mandatum Life's corporate responsibility is based on the cornerstones of its operations: increasing and securing the financial welfare of its customers and the company's business success.

Responsible business conduct requires ensuring the profitability and development of the company's operations. As one of the largest corporate taxpayers in Finland, Mandatum Life contributes directly to the well-being of Finnish society through the taxes paid on its business profits.