

## Outstanding CEO



*"It is a great honor for our team to receive this award, which reflects our commitment to supporting clients with transparency, communication and agility. Each team member dedicates themselves to meeting the demands of every assignment and delivering effective, tailored solutions. This recognition strengthens our resolve to pursue our mission with energy, a drive for excellence, and alignment with our core values."*



Cui Cui (Cindy)  
Chief Executive Officer, Allianz China Life (AZCL)

We are delighted to announce that Cui Cui (Cindy), Executive Director and CEO of Allianz China Life (AZCL), has been awarded Outstanding CEO at the Insurance Asia News (Country Awards for Excellence 2025). This honor recognizes her visionary leadership, unprecedented transformation, and exceptional execution that have brought Allianz China Life to a next height as a leading foreign life insurer in highly competitive Chinese market.

Appointed as CEO in 2023, especially coming through challenging post-COVID period, Cindy has been leading and steering the company on an exciting journey toward High-quality development. She firmly and adamantly launched a Renewed Strategy with a clear purpose centered on Smart Growth, Resilience, and Productivity, enabling the company to achieve a full turnaround: from a -43% decline in New Business Value in 2022 to +34% growth in 2024, outperforming most foreign peers in the market.

Key achievements under Cindy's leadership include nearly doubling new agent recruits from 1,388 to 2,508, tripling annualized new premiums of strategic partnerships to RMB 124 million as compared to 2 years ago, while maintaining Top 5 Solvency and RoE rankings among 59 non-listed insurers in China. In addition, AZCL successfully established a premium service ecosystem containing around 42 service offerings to the targeted customers.

To propel business growth, Cindy introduced six holistic transformation initiatives—Allianz TRANSFORM, Allianz SECURE, Allianz VISTA, Allianz INNOFUSION, Allianz Elevate, and Allianz ACHIEVE—from distribution transformation to talent development and brand building, securing Chinese customers present and future needs, protecting them through each life circle.

Cindy's leadership has been acknowledged also by China's financial industry. Given by her executive contributions, she was honored with the Insurance Industry Pioneer Award presented by XinMin Morning News, one of the leading Nationwide news media in China. Cindy has been committed to fostering a trust-worthy and inclusive workplace culture. In 2024, Allianz China Life earned Great Place to Work® certification for the first time, and gain in 2025 and was named a Best Workplace for Women in Greater China in 2025.