



# Corporate Social Responsibility

## *The Aflac Way*

### HISTORY

When Aflac's principal founder John Amos, along with his brothers Paul and Bill, founded the company in 1955, they never imagined their small door-to-door insurance company would become one of the most well-known and respected businesses in the world. But it was their vision, compassion and commitment to doing the right thing – not only for their customers, but also for their employees, sales team and community – that laid the foundation for the Aflac we know today. Our founders often said, "If you take care of the employees, they will take care of the business." It is a creed upon which Aflac was built, and it holds just as true today.

In addition to focusing only on the bottom line, they concentrated on creating a company worthy of respect and trust. After all, they knew they were selling a product based on a promise and a handshake. The quality of insurance is tested only in times of need – when an individual is sick or hurt – so we want our valued customers to know that we are here for you.

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### THE AFLAC WAY

It may sound quaint, but Aflac employees have, through the years abided by seven homespun commitments based on the premise of doing the right thing and living by the golden rule: Do unto others as you would have them do unto you. Upon joining our team, each new Aflac employee receives *The Aflac Way*, a book of tenets set out by the Amos brothers more than half a century ago. The principles include:

- Treat everyone with respect and care. All customers are to be treated the same. No customer is more important than any other. Treating everyone we encounter with respect and care is key to our business and always will be.
- Your problem is my problem. Our customers turn to Aflac when they're hurt or sick and in great need. It's our job to look at their problems as if they were our own and to do all we can to help them.
- Shoot straight. Honesty is the best policy. We must be candid in our dealings with customers and co-workers, even when the news isn't all good. When we combine honesty with caring service, we know our customers are receiving the services they deserve.

### CSR: LEAVING OUR DUCKPRINTS

Aflac's commitment to corporate social responsibility is focused on four areas: ethical business practices, workplace diversity, philanthropy – in the form of local volunteerism and support of pediatric cancer research – and practicing environmental sustainability. Read about our initiatives and progress in our [Corporate Social Responsibility Report](#).