

Ilmarinen's strategy for 2010–2012 – Becoming number one through teamwork

Vision	The leading employment pension insurer in Finland	
Core mission	To safeguard the statutory employee pension cover of the employees and self-employed persons insured as well as to manage the investment assets that cover future pensions	
Values	<ul style="list-style-type: none"> • Openness • Responsibility • Success through teamwork 	
Strategic objectives	<ul style="list-style-type: none"> • Number one choice as an employment pension insurer • Number one in investment income in the long-term • The best cost-effectiveness • The best workplace 	
Keys to success	Active sales, high-quality services and well-being at work solutions for clients	Good reputation and corporate responsibility
	Partnership with the OP-Pohjola Group	Good management
	Strong investment expertise	Expertise and the will to renew
	Proactive risk management	Efficient and reliable processes