



WELCOME TO THE
HEMIC
TOWER

ALOHA



Welcome to HEMIC's new home!

When we first envisioned what was possible for this building, we were energized by the opportunity to design an innovative, transformative space that would facilitate HEMIC's 21st Century journey to becoming a world-class insurance enterprise. Not long after, the COVID pandemic hit.

Through 2020 and beyond we found new ways of partnering, servicing agents and supporting our policyholders. In addition, we discovered something very special about HEMIC—our deep connection to each other and our purpose.

During the lockdowns and restrictions the pandemic brought about, we were challenged to maintain our vital connections. This inspired us to double down on our building design to create spaces that reinforced connection and facilitated relationship-building and collaboration.

The theme of the Ahupua'a was chosen to remind us of the essential part that each of us plays in the delivery of our important mission—to care for Hawai'i's businesses and their workers. In our Ahupua'a, every person across all departments has a unique and integral role that contributes to the organization's service and success. We are connected and interdependent. Working together, we—and our community—will thrive.

Our core values of Belief, Excellence, Integrity, and Connection are represented in our Ahupua'a and embodied in the design of our spaces to remind and inspire us as we engage in our daily work.

The HEMIC Tower is a symbol of our collective strength. Our ability to come together in this space, to connect as a single enterprise, is also a testament to our collective resilience.

This building is not simply an address change; it represents our adaptation and evolution of new ways of working and our commitment to strengthening our mutual connections to deliver on our promises.

He hale kou - we welcome you to The HEMIC Tower.

Martin J. Welch

Chief Executive Officer

THE AHUPUA'A THEME

In renovating our new building, we wanted to create something unique to HEMIC and our story. We wanted our new home to have meaning, to connect our people with purpose and intention.

Essential objectives were to express our local identity and values and to imbue the building with authentic Hawaiian culture and sense of place, but to do so in a new, forward-thinking, and intentional way. We sought to express our roots in a way that reflects where we came from, who we are today, and how we will grow into the future. Our strategy was to develop a theme for the branding of our building.

In our ahupua'a, our vision is our symbolic water. It feeds everything: our mission, our core values, our overall growth.

We researched how Hawaiian culture, contemporary architecture, and interior design connected well to find our theme. We used keywords such as welcoming, service-oriented, ingenuity, innovation, collaboration, sustainability, spirit of excellence, and thought leadership to guide us. We also considered the ways in which our departments interact with each other through our customers' journey. With those findings and a study of the building's physical characteristics, our theme ultimately became clear.

The Native Hawaiian Ahupua'a stood out as the perfect way to connect the story of our company, our building and our people together. Ahupua'a refers to the traditional land division system in Hawai'i: they were dynamic, self-sustaining ecosystems that embodied elements of Hawaiian spirituality and values in relationship with the natural landscape. Each ahupua'a was a wedge-shaped area of land running from the uplands to the sea, following the natural boundaries of the watershed. Within each ahupua'a, with mindful cultivation and respect for resources, the community could thrive.

In our ahupua'a, our vision is our symbolic water, It feeds our mission and our core values, powering our cultivation and enabling our growth. Each section (or department) and each inhabitant (or employee) of our ahupua'a must contribute their expertise and collaborate with others to make the ecosystem work.



CONNECTION

We bet on our people every time and trust they'll thrive in an environment that values relationships over transactions.

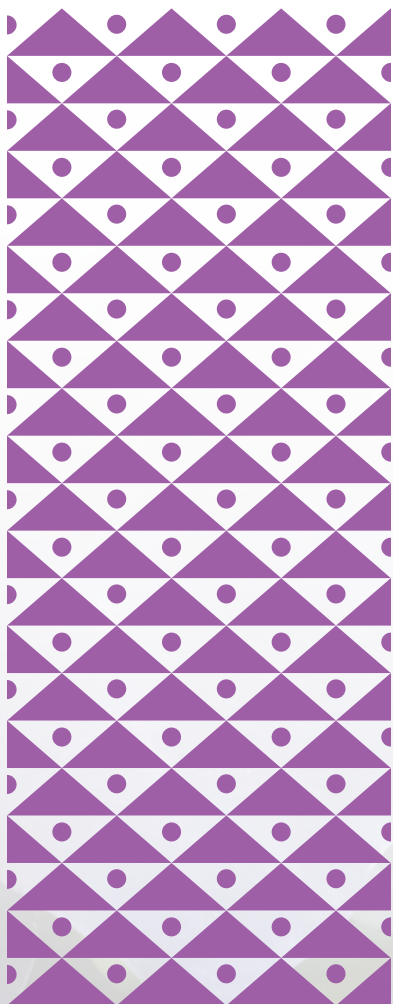
These interconnecting lines represent our genuine and continuous commitment to appreciate, support and empower each other as a team.

Ahupua'a: Ocean

Blue represents the ocean located at the bottom of the ahupua'a. A calming color of stability, inspiration and intelligence.



The Resilience Mosaic is created from of our employees' photos, representing what we can do when we come together to overcome challenges.



INTEGRITY

We do the right thing. Always.

This pattern of triangles and circles represents consistency, honesty and the positive momentum a cohesive group can achieve when unified by a common promise.

Ahupua'a: Taro

Purple represents the taro from the lo'i kalo section of the ahupua'a. A color of dignity, pride and devotion.



The Integrity Wall is a prominent feature that reinforces one of our core values: To do the right thing. Always.



EXCELLENCE

We pursue world-class quality in everything we do and continuously raise the bar.

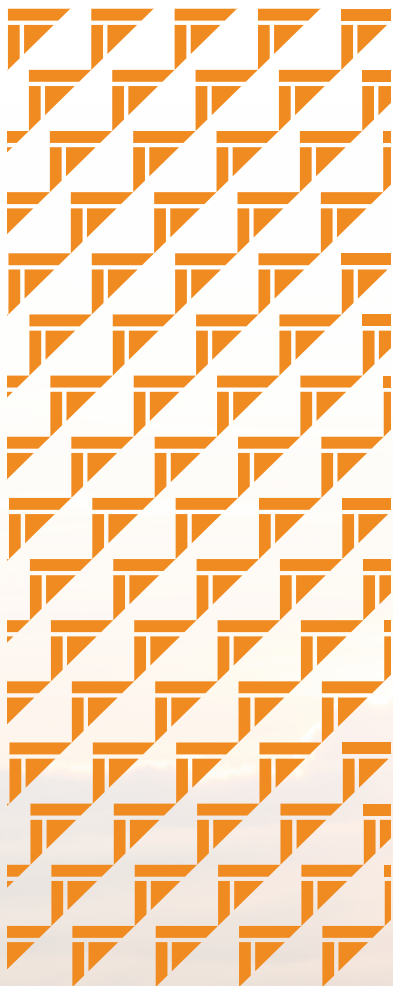
Inspired by the binding of the ama to the hull of a canoe with lashings, this pattern symbolizes the strong sense of pride, concentration and dedication to the highest levels of quality in what we do and how we do it.

Ahupua'a: Forest

Green represents the forest within the ahupua'a. A representation of renewal, growth and the relationship with our surrounding environment and community.



The Excellence Wall reminds all to pursue world-class quality in everything we do and to continuously raise the bar.



BELIEF

**We believe in ourselves.
We believe in each other.
And we believe that what
we do matters.**

Based on lauhala, this pattern is a symbol held together by collective strength, trust and motivation to be a part of something bigger.

Ahupua'a: Sun

Orange/Yellow represents the top of the ahupua'a, the sun as it rises and sets over the horizon. The rays of the sun create a sense of hope and optimism, inspiring us to be innovative leaders.



HO'OPONO

BOARD ROOM

The Ho'opono Board Room emphasizes our belief in making things right and that what we do matters.

KUPU A'E TO GROW FORTH

As a local company, HEMIC is rooted in Native Hawaiian values and cultural identity surrounded by ocean and nature. Our HEMIC blue reflects the water and sky of our islands, speaking to our origin and connection to Hawai'i.



Celebrating 25 years

HEMIC

PROUDLY TAKING CARE OF HAWAII

915 FORT STREET, HONOLULU HI, 96813

(808) 524-3642

WWW.HEMIC.COM