



**AmAssurance**

**Media Release**

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27 February 2008

**AmAssurance launches its all-new hub in Johor Bahru.**

AmAssurance Berhad ("AmAssurance"), the distinctive composite and quality lifestyle insurance provider name in Malaysia today launched its all-new operations & customer service hub for southern region of peninsular Malaysia at Jalan Dato' Abdullah Tahir, right in the heart of Johor Bahru city.

Mr Ng Lian Lu, Chief Executive Officer of AmAssurance Berhad said this is the second dedicated hub for AmAssurance representing the insurer's strategic expansion into the southern region, in tandem of its nationwide branch transformation strategy. He added, AmAssurance aims to capitalise on its newest premise to further strengthen its presence in the lucrative Iskandar Development Region.

"Our new hub which features a vibrant and engaging customer service area, was specifically designed to connect the visitors with personalized service where customers can feel at ease when gaining access to their specific insurance needs," added Mr Ng. "We want to develop a closer relationship with our customers by letting them feel at home while experiencing our top-notch service offerings." Mr Ng was present today to launch the new office's operations.

This new 5-storeys hub which houses both of life and general insurance sales and operations teams, boasts a floor area of 37,180 square feet and is located within the vicinity of many public amenities such as banks, bus stops, shopping complexes, hotels and police station, within Johor Bahru's trading and leisure centre.

"This is the kind of neighbourhood which I deem conducive for everyone to gain access to our comprehensive lifestyle and commercial related financial

services be it individuals with family or busy businessmen who are always on the go” he added.

Mr Ng also said that AmAssurance’s customer service professionals are made up of specialised service team members who are well-trained in providing tailored solutions for personal or commercial customers to meet their specific financial needs.

The prominent looking landmark also features many customer oriented facilities such as cosy consultation service areas, disabled friendly logistics, fully equipped agency lounge and training rooms as well as modern building automation and CCTV security systems. On top of that, the building is also equipped with ample parking space making it more convenience for customers wanting to make premium payments and business enquiries.

AmAssurance Berhad is a composite insurer offering both life and general insurance services with offices in Kuala Lumpur, Klang, Seremban, Pulau Pinang, Alor Setar, Sungai Petani, Ipoh, Kuantan, Kota Bharu, Kuala Terengganu, Melaka, Johor Bahru, Batu Pahat, Kluang, Kuching, Sibul, Miri, Kota Kinabalu and Tawau.

AmAssurance Hub for Southern Region of Peninsular Malaysia:

43, Jalan Dato’ Abdullah Tahir,  
80300 Johor Bahru  
Johor Darul Takzim

Operations hours:

Monday to Friday: 8.30am to 4.30pm

Tel No: 07 334 2618 (General Insurance) 07 333 2688 (Life Insurance)

Fax No: 07 334 7620 (General Insurance) 07 334 4776 (Life Insurance)

**About AmAssurance Berhad**

AmAssurance is a distinctive brand name of quality in the Malaysian insurance industry. Behind AmAssurance are two strong local and international reputations – AmBank Group, one of the leading domestic financial conglomerates and IAG Pty Limited, Australia’s largest insurance company established more than 130 years ago. Our business is generated from a comprehensive range of life and general insurance solutions through 200 banks and branches serviced by 5,000 representatives nationwide. With 35 years of experience and over RM2 billion assets under management, we have positively touched the lives over half a million of Malaysians. Being one of the top three largest motor insurers, AmAssurance is rapidly gaining its position as one of the most preferred and most competitive insurance service providers.

For further information, contact Mr Alex Tan, Head of Corporate Communications & Marketing at 03 4047 8053 or email alex-tan@ambg.com.my or visit our website at please visit <https://www.amassurance.com.my>