



**AmAssurance**

**Media Release**

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21 January 2008

**AmAssurance launches its first customer service hub in the Northern Region.**

AmAssurance Berhad (“AmAssurance”) , the distinctive composite and quality lifestyle insurance provider name in Malaysia today launched its first customer service hub, which is located at Jalan Burma, Georgetown, Pulau Pinang, concurrent with the relocation of an existing AmAssurance branch.

“The relocation process is timely to better serve all our customers while simultaneously providing more space and capacity, as well as a more conducive and comfortable working environment for all customers and staff alike,” said Mr Ng Lian Lu, Chief Executive Officer of AmAssurance Berhad. He further added, “We want all our customers to feel comfortable and enjoy a new level of customer service when they visit us.” Mr Ng was present today to launch the new office’s operations.

As part of AmAssurance’s master branch strategy plan, the relocation of the office represents its very first step towards providing a one stop hub that solely focuses on extending immaculate customer service to all AmAssurance customers. Mr Ng said that AmAssurance aims to capitalise on its newest premise to further strengthen its presence in the northern region of Malaysia which currently contributes 17% of its overall business.

This new 5-storey customer service hub which houses both of life and general insurance sales and operations teams, boasts a floor area of 15,468 square feet and is located within close reach of many convenient facilities such as bus stops and shopping complexes with ample parking space in the inner heart of Georgetown's commercial & business centre. The vibrant looking premise also features customer service and training facilities, cafeterias, building automation and CCTV security systems. On top of that, the building provides easy access to car parking 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 Customer Service Hub:

142L, Level 1, Level 2 & Level 5  
Burmah Place  
Jalan Burma  
10050 Georgetown  
Pulau Pinang

Operations hours:

Monday to Friday: 8.30am to 4.30pm

Tel No: 04 226 3618/228 9963 (General Insurance)

04 229 3611/228 7270 (Life Insurance)

Fax No: 04 227 3886 (General Insurance)

04 228 4412 (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 of 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.

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