



**AmAssurance**

**Media Release**

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7<sup>th</sup> June 2007

**AmAssurance celebrated its top producers and achievers**

AmAssurance Berhad took the opportunity to celebrate the success of its top producers and achievers during its 19th National Convention Seminar (NCS). The **'Stars on the Red Carpet'** was the theme of the event which was held at the Palace of the Golden Horses, Kuala Lumpur from 25 to 27 May 2007.

"We have now more reasons to celebrate this year with a breakthrough record of 54 Million Dollar Round Table (MDRT) qualifiers as compared to 38 MDRT qualifiers for last year. A total increase of 42% in the MDRT qualifiers category", said Mr Ng Lian Lu, Chief Executive Officer of AmAssurance.

The three-day convention also celebrated the success of its top three agency managers with Encik Hamzaki Hamzah achieving RM10 million, Mr Mow Kwang Ming at RM4.9 million and Encik Nuzihan Zakaria at RM4.5 million of collected premium respectively. AmAssurance also paid tribute to three Court of the Table (COT) qualifiers, namely Ms Cindy Kueh Siok Hiang, En Rizal Bin Tarmizi and En Shahizan Bin Salleh.

The trail of achievements from the agency force that takes the market by storm is supported by AmAssurance's recent successful introduction of the 0% Easy Payment Plan (0% EPP). This easy payment facility via AmBank credit cards not only assured customers in owning a well covered life or general insurance policy but further eased them in paying premiums over the counters due to the availability of over 200 AmBank & AmAssurance branches.

AmAssurance will be introducing its evolved Super 0% EPP scheme this June. With this new scheme, AmAssurance will be at the forefront of the industry to offer

consumers with an insurance premium loan that also entitles them to earn some dividends.

AmAssurance has also embarked on an aggressive recruitment drive initiative to achieve 6,000 agents by year 2008. According to Mr Ng, "We have set in place a strategic plan to enhance our recruitment and sales activities by introducing unique and interactive recruitment and sales kits for our agency force.

We intend to quick-start all our new agents' ability to perform quality insurance planning for customers. Efforts will be made to ensure that they are well trained and are provided with effective starter kits," he added.

AmAssurance targets to elevate its "MOBILE" (Malaysia's One Stop Banking & Insurance Lifetime Entrepreneur) vision to a whole new level.

### **About AmAssurance**

AmAssurance is a composite insurance provider offering both life and general insurance products in Malaysia. It is the insurance arm of the AmBank Group, one of the leading financial services groups in the country. AmAssurance products and services are available via its 38 branches nationwide, agents and a full-fledged Customer Care Centre.

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