



AmAssurance

Media Release

AmAssurance partners with DiGi to boost competitive edge

15 February 2008: AmAssurance Berhad ("AmAssurance") has teamed up with DiGi Telecommunications Sdn Bhd ("DiGi") to sharpen the competitive edge of their 4,000 life insurance agents with mobile solutions.

With this partnership, AmAssurance insurance agents can now empower themselves with access to the Internet from anywhere, anytime when they sign up the DiGi's smart business package, Dynamic 100 + Data Unlimited Plan. Eligible AmAssurance agents who sign up will also receive a Personal Digital Assistant (PDA) at no cost. The package comes with free unlimited voice calls among AmAssurance-DiGi community.

As part of DiGi's first collaboration with AmAssurance, the AmMillionaire Challenge contest, attracting over 1,000 agents was introduced with the main objective to better equip insurance agents to use their PDAs and also, they can service their clients speedier.

"As a dedicated technology-driven insurer, we need to equip our 4,000 strong life insurance agents with the ability to access the agency network portal, anytime, anywhere," said Mr Clement Heng, General Manager of AmAssurance Agency Sales Division.

Mr Heng said, "Therefore with the unlimited data messaging capabilities and high speed internet access provided by DiGi services, our agents will be empowered to face today's time-sensitive business environment."

“What we are jointly offering is the competitive advantage to conduct instant financial needs analysis, product recommendations, premium quotations and claims service enquiries on real time basis and after office hours. They can synchronise data with their PDAs,” Mr Heng added.

Puan Yohani Yusof, Head of DiGi’s Enterprise Business, said “DiGi is proud to work with AmAssurance, with whom we share a commitment to use technology to deliver excellent customer service experience.”

“DiGi is in a strong position to help businesses to turn the mobile phone into a potent business tool to boost business efficiency and significantly save costs. We are flexible in customising packages to meet the particular needs of any company wanting to achieve this,” Yohani said.

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.

About DiGi Telecommunications Sdn Bhd

DiGi is Malaysia’s fastest growing mobile operator driving innovation, simplicity and best value through DiGi Prepaid, DiGi Postpaid and DiGi Business.

Jointly Issued by AmAssurance and DiGi

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