
27 January 2015

AMMETLIFE AND AMMETLIFE TAKAFUL HELP EAST COAST STUDENTS TO “LIVE READY” FOR SCHOOL

Kota Bharu, Malaysia, January 27, 2015 - AmMetLife Insurance Berhad (“AmMetLife”) and AmMetLife Takaful Berhad (“AmMetLife Takaful”) spread cheer to the schooling community in Tumpat and Kota Bharu today, providing essential items to school children who were recently affected by the floods.

Mr Ramzi Toubassy, Chief Executive Officer of AmMetLife and Encik Wan Zamri Wan Zain, Chief Executive Officer of AmMetLife Takaful, were both on the ground to distribute school bags and stationeries to students in Sekolah Kebangsaan Pangkal Kalong, Kok Lanas in Kota Bharu and Sekolah Kebangsaan Kg. Laut in Tumpat.

“After witnessing the devastating state of the communities in the flood-hit districts, we were compelled to lend a helping hand, staying true to our brand positioning “*Live Ready*”. We are determined to help all Malaysians live confidently today and be ready for tomorrow,” said Toubassy.

Wan Zamri added: “The new schooling year marks an important time for school-going children and their parents. As most of their belongings were destroyed, we were happy to be able to help the students to be ready and motivated for the beginning of their school term.”

Toubassy and Wan Zamri presented the company’s contributions at the respective schools together with AmBank Group’s Senior Vice President/Head, Group Corporate Communications and Marketing, Tuan Syed Anuar Syed Ali as well as AmMetLife’s Chief Agency Officer, Mr Tai Chee Ming and Chief Marketing Officer, Ms Kam Lee Lan.

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About AmMetLife

AmMetLife is a strategic partnership between AMMB Holdings Berhad (AmBank Group) and MetLife International Holdings, Inc. (MetLife). AmMetLife offers a comprehensive range of life assurance and wealth protection solutions distributed through a combination of over 200 AmBank and AmMetLife branded branch offices, in addition to the strength of its authorised life insurance agents nationwide.

The strategic partnership combines the international expertise and financial strength of MetLife with the local strength and reach of AmBank Group to create a customer-centric and modern life assurance solutions provider in Malaysia.

For further information on AmMetLife Insurance Berhad, please contact Ms Kam Lee Lan, Chief Marketing Officer at kam-lee-lan@ammetlife.com