



**AmAssurance**

**Media Release**

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**Merdeka treats with AmAssurance's Super 0% EPP for all Malaysians**

Kuala Lumpur: AmAssurance Berhad is poised to shock and awe the local insurance industry by offering to all Malaysians comprehensive insurance coverage bundled with its most innovative Super 0% Easy Payment Plan (EPP) scheme. This 1st of its kind insurance premium credit scheme allows Malaysians the perfect opportunity to own a wealth protection life insurance policy from AmAssurance through an interest free premium loan from AmBank Berhad. Simultaneously, these customers stand to enjoy lucrative returns of up to 4% of yearly interest from the subscribed scheme. Super 0% EPP, the virtual insurance premium loan instrument, is an evolutionary payment scheme crafted from the ingenious designs of AmAssurance and AmBank.

Speaking at a press briefing yesterday, AmAssurance CEO, Mr Ng Lian Lu said, "The Super 0% EPP is a wonderful scheme for Malaysians to leverage upon for purchase and presenting a wealth protection life insurance policy as a gift of life to their loved ones; in conjunction with the 50 years celebration of Malaysian nationhood". He commented that, "During our country's proudest and memorable event, AmAssurance would like to extend the first-of-its-kind opportunity to all Malaysians to enjoy comprehensive insurance protection at 0% interest free on premium payments".

"Since the insurance premium loan is credited to customers by its sister company AmBank , the normal 8% loading interest charged on monthly premium modes is waived. On top of that, the same customers enjoy tax relief on the purchase of the insurance policy and tax free savings from the

Super 0% EPP scheme,” added Mr Clement Heng, General Manager of Agency Sales, AmAssurance.

Mr Ng expressed confidence that AmAssurance’s life insurance segment will continue to strengthen with the introduction and deployment of the Super 0% EPP scheme into the market. “With our agency force of over 4,000 promoting Super 0% EPP to all Malaysians, we plan to boost our life insurance business premium income by 20% to a figure approaching half a billion Ringgit by the end of financial year 2007/2008, ” he added.

He further commented that the Super 0% EPP scheme will not only spur AmAssurance’s agency recruitment activities, but also promotes business retention. Over the next few months, AmAssurance shall be going out on a nationwide road show campaign promoting its newest and most innovative sales, training and recruitment collaterals to all its agency force. These collaterals are known as the AmMillionaire Kit. AmAssurance intends to fully equip all its agents with the necessary quality skills and expertise to elevate its policy retention rate to 85% by the end of its financial year.

**About AmAssurance Berhad:**

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

*For further information, please visit [www.amassurance.com.my](http://www.amassurance.com.my) or contact Mr Alex Tan, Head of Corporate Communications & Marketing at 03 4047 8053 or email [alex-tan@ambg.com.my](mailto:alex-tan@ambg.com.my)*