

9 June 2009

**AmAssurance launches Nationwide “What Women Want”
campaign offering 1,500 Job Opportunities for Women**

AmAssurance today launched its latest Corporate Social Responsibility (CSR) initiative called “What Women Want”, a recruitment campaign for women to be financially savvy insurance agents at AmBank Group’s headquarters in Kuala Lumpur.

Present to launch the “What Women Want” campaign was Yang Berhormat Datin Paduka Chew Mei Fun, Deputy Minister of Women, Family and Community Development and Mr Ng Lian Lu, Chief Executive Officer of AmAssurance.

The “What Women Want” campaign is a recruitment campaign where 1,500 selected Malaysian women will be transformed into financially savvy businesswomen through AmAssurance’s training facility called AmAcademy.

AmAcademy is AmAssurance’s rebranded training, education and development facility which provides training for all new recruits and existing agents through its main five faculties; Sales, Technical, Personal and Agency Development and Leadership Faculties.

“Women have progressed in modern times and at AmAssurance, we recognise their contributions towards nation building and also, the country’s economy.

We believe the "What Women Want" campaign is another approach where companies through CSR, can assist a larger segment of society by offering them, in this case, women, long term and sustainable solutions through training and career opportunities in insurance," said Mr Ng Lian Lu.

Based on the statistics provided by the Malaysian Employers Federation, the unemployment figure is expected to rise to 200,000 this year, compared to Malaysia's previous economic slowdown in 1998 with 85,000 job lay offs. The bulk of these retrenched employees are female workers despite representing only 35% of Malaysia's total workforce.

The recruitment of 1,500 Malaysian women will be conducted through AmAssurance's life insurance arm - AmLife Insurance Berhad and will be conducted via road shows across Malaysia starting from July until November 2009, beginning from Kuching on 4 July, Johor Bahru on 1 August, Georgetown on 29 August, Petaling Jaya on 31 October and Kota Bahru on 7 November.

They can also register via our e-registration portal located at www.amassurance.com.my at least three weeks prior to actual event date to secure an exclusive interview opportunity seat. On top of that, some renowned skincare and cosmetic products would also be given out for free, in addition to the services of an image consultant to all participants to groom themselves prior to the actual interview session.

For the financial year ended as of 31st March 2009, AmLife managed an impressive double-digit growth of 30% in total premiums, closing in at RM546 million worth of new business premiums.

Despite the tough operating conditions currently, AmLife continues to aspire for another 10% growth in this financial year and also aims to grow its life insurance agency force to 5,000 strong.

About AmLife Insurance Berhad

AmLife Insurance Berhad, previously known as AmAssurance Berhad, is a distinctive brand name of quality in the Malaysian insurance industry. Behind AmLife, are strong regional and international franchises – AmBank Group, a leading regional banking group and Friends Provident, one of the United Kingdom’s largest insurance companies which has been established for over 175 years. AmLife’s business is generated from a comprehensive range of life wealth protection solutions distributed through a combination of over 200 AmBank and AmAssurance branded branch offices serviced by over 4,000 representatives nationwide. With almost 36 years of solid wealth protection planning expertise and over RM2 billion of assets under management, we have positively touched the lives of millions of Malaysians.

Our strategic partner, Friends Provident plc is a UK-listed life and pensions company, originally founded in 1832 to alleviate the hardship of Quaker families facing misfortune. Friends Provident's strategy today is to operate in markets where it can deploy its award-winning strengths in technology and service to gain competitive advantage. Since its demutualisation in 2001, the company has developed strong offerings in pensions and protection to complement its historic With Profits business, and now prioritises international growth. Friends Provident is fully committed to the principles of the FSA initiative 'Treating Customers Fairly'. Friends Provident distributes its products through intermediaries in the UK and around the world. Its key business lines in the UK are protection and corporate pensions. Friends Provident International develops competitive savings, investment and pensions products for a broad and diverse range of markets including Hong Kong, the United Arab Emirates and Germany.

For further information, please visit www.amassurance.com.my or contact Mr. Alex Tan, Head of Corporate Communications & Marketing at 03-40478053 or email alex-tan@ambg.com.my

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