

30<sup>th</sup> August 2007

## **About AmInnovation Series**

Here at AmAssurance, innovation is our passion and thus, the name - AmInnovation Series. The AmInnovation Series comprise of the complete range of effective life and general insurance services that have been carefully crafted to benefit the Malaysian families.

## **Life Insurance Innovations**

***Super 0% EPP*** - AmAssurance aims to deliver uniqueness and differentiation into the market. Take for example, the launch of our first-of-its-kind Super 0% EPP. This 0% interest free virtual credit card finances AmAssurance customers with the opportunity to own life insurance protection. The same customers also enjoy up to 4% returns on the subscribed facility amount; well suited for any individual who seeks a combination of protection plus money-making opportunity.

***AmMillionnaire Kit*** – By invigorating our very own Malaysian One-Stop Banking and Insurance Life-Time Entrepreneur (M.O.B.I.L.E) concept, we are committed at transforming many ordinary people into extraordinary successful business professionals. Therefore, in the coming months, our existing 4000 strong life insurance agents will be empowered with the all new AmMillionnaire Kit - a powerful sales, recruitment and training tool which is targeted to increase and elevate their recruitment and sales activities.

**AmFlexi Education / Retirement Plan** - This near future, our first Universal Life product called AmFlexi is poised for launch. This product has been specially designed to cater for the needs of not one but the two most important life stages in Malaysia which are education funding and retirement days. AmFlexi gives our policyholders that unique flexibility to perform partial withdrawals from their policy account at any time and at any amount throughout the term of the policy.

## **General Insurance Innovations**

**AmAuto Extended Warranty** – AmAssurance has also successfully imported various first-of-its-kind initiatives in the general insurance sector. Through the ingenious partnership between Australian counterpart IAG Pty Limited and AmAssurance, AmAuto Extended Warranty (AEW) program was born. In view of the rising costs of automotive repairs incurred by Malaysians today, the AEW safeguards car owners against the burden of paying for expensive and unforeseen repair bills. This program offers an extension of vehicle insurance protection above and beyond the average coverage offered by car manufacturers or dealers. We are proud to announce that AmAssurance is the first company to provide such insurance coverage of this nature.

**Free Group Term Life Assurance with Motor Insurance Program** - AmAssurance is the first insurance company to offer FREE incremental life insurance coverage for every renewal made on an existing motor insurance policy. This initiative focuses on preserving and rewarding our loyal and valued customers.

**AmAssurance Road Tax Discs with Emergency Numbers** - AmAssurance has recently invested RM2.5 million to subsidise 10 million road tax discs that prominently display our brand as well as emergency phone numbers of the local police, ambulance and fire department. Calling for help by dialling the '112' number through the usage of mobile phones is also displayed. This partnership between AmAssurance and Jabatan Pengangkutan Jalan (JPJ) is part of our innovative corporate

*social responsibility strategy that provides all Malaysian drivers the convenience to locate, remember and call important life saving phone numbers in the event of any road accidents.*

## **Swift Settlement of Claims**

*Targeting to be the preferred life and general insurance company by Malaysians for service, would be to inject innovative processing speed into our claims services. We fully understand that swift handling and settlement of a claim can make a huge difference. This stands true in the recent Genting Sempah Nuri helicopter crash tragedy and in the Bukit Gantang bus accident. In these two incidences, our claims professionals took initiative to issue claim cheques even before any submission of claims was performed by the beneficiaries.*

In a nutshell, AmAssurance is readily poised to bank on our AmInnovation Series in order to stay ahead of this competitive industry. 'Excellent service' and the concept of 'innovate, invigorate, invent' have always been the heart of everything that we do.

### **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)*

