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AmAssurance Goes Digitally Green

AmAssurance and Hewlett-Packard (HP) today jointly launched the 'AmAssurance Goes Digitally Green' campaign which is in line with AmAssurance's efforts to gear business operations towards a more environmental-friendly approach while increasing cost-efficiency and maximising productivity.

During the launch, AmAssurance and HP jointly announced their 'digitally green' role in equipping a pilot group of 500 top life agents with the latest HP Mini 1109 Notebook PCs to conduct their daily sales and recruitment activities via the agency support applications known as 'Touch & Serve'. AmAssurance has so far invested millions of Ringgit in technology to elevate both operational efficiency and agency force productivity to replace the conventional paper-based work processes.

Mr Ng Lian Lu, Chief Executive Officer of AmAssurance said, "To ensure that Earth is still here for the next generations, AmAssurance is now aiming towards a paperless working environment. With that in mind, we have been progressively substituting all conventional paper based processes with the usage of technology – hence, the theme 'Digitally Green'."

"HP fully supports the AmAssurance Goes Digitally Green campaign and is proud that our HP Mini Notebook PCs have been selected to help facilitate AmAssurance's environmental-friendly efforts. Promoting mobility, efficiency

and speed, the features of HP Mini Notebook PC complements the business needs and requirements of AmAssurance's top life agents in their day-to-day business operations," said Mr Danny Lee, Country General Manager, Personal Systems Group (PSG), Hewlett-Packard Malaysia.

"Our valued life customers will also be blessed with the 'digitally green' benefits when they use our newest customer information micro site known as AmPrestige," added Mr Ng.

With AmPrestige, valued customers are given a secured **login ID** and **password** to access their life insurance portfolio located at <https://www.amassurance.com.my>. Customers are encouraged to log in and be empowered with the ability to transparently check their policy health status, premium payment status, insurance coverage profile and servicing agent's details at their convenience, while keeping abreast with the latest products, up-to-date information and much more. To top it all off, valued customers are further urged to utilise other available user-friendly features such as life insurance needs based calculators, e-greeting cards and servicing forms.

Mr Ng said, "With our dedicated project team set up to drive the 'paperless' vision, AmAssurance has channelled over RM1 million worth of annual costs savings towards our corporate social responsibility (CSR) initiatives to benefit fellow Malaysians; these CSR initiatives include providing new jobs and business opportunities, road safety and financial management education."

Other business partners who have supported the success of the 'AmAssurance Goes Digitally Green' campaign include E Media Design Sdn Bhd, Dynafront System Bhd, Digi Telecommunications Sdn Bhd, UPA Press Sdn Bhd, Transtar Sdn Bhd, Chilled Creative Sdn Bhd, Cleartone Sdn Bhd, Clover Creative & Communications Sdn Bhd, PSJ Press Sdn Bhd, RedHot Media Sdn Bhd, Nightingale Printing Sdn Bhd and Borneo Tours Sdn Bhd.

HP Mini 1001TU provides a simplified Internet experience in a sleek, ultra-portable design. The HP Mini 1001TU is less than 1-inch thick, weighs a little more than 1kg,⁽¹⁾ and has a keyboard that is 92 percent the size of a standard notebook PC keyboard. The HP Mini also comes with a 10.2" BrightView widescreen Infinity display (1,024 x 600 resolution) with flush glass and LED backlight, built-in webcam and microphone. Powered by Intel® Atom N270 1.6-gigahertz (GHz) processors,⁽²⁾ HP Mini will be made available worldwide in an array of configure-to-order options.

⁽¹⁾ Testing was not intended to demonstrate fitness for U.S. Department of Defense contracts requirements or for military use. Test results are not a guarantee of future performance under these test conditions.

⁽²⁾ Optional Ultra Capacity battery required and sold separately. Battery life will vary depending on the product: model, configuration, loaded applications, features and power management settings. The maximum capacity of the battery will decrease with time and usage.

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.

About HP

HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

For further information on AmLife Insurance Berhad, please visit www.amassurance.com.my or contact Mr. Alex Tan, Head of Corporate Communications & Marketing at 03-4048053 or email alex-tan@ambg.com.my .

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