

28 August 2019

50,000 helmets to be distributed to primary schools nationwide through Programme Adiwira Topi Keledar Phase 2


Following the success of the pilot programme, MyPerintis and Kurnia Insurans (Kurnia) together with Ministry of Education launched the Phase Two of Programme Adiwira Topi Keledar to reach out to more schools and students, nationwide.


In March 2019, the collaborative parties kick-started the pilot programme to distribute 1,500 child-sized helmets to 30 primary schools in Klang Valley, Johor Bharu and Kota Bahru. *"During the roadshow, we have engaged 27,000 students with road safety activities. We hope that these 27,000 students will be able to advocate on the importance of wearing the right protection when on the road,"* said Grace Quah, Chief Distribution & Underwriting Officer.

With encouraging reception from partners as well as incredible support from the Ministry of Education, District Education Office, teachers and parents, MyPerintis will be extending the programme with up to **50,000 child-sized helmets for phase two, engaging 200 B40 schools nationwide.**

"We have completed Phase One together and we want to do more for Phase Two. This is a testimony of a successful public and private sector partnership to demonstrate strong social responsibility in making Malaysia roads a safer place," said Dato' Lawrence Low, Founding President of MyPerintis.

In supporting the cause as their CSR initiative, Kurnia will be supporting half of the journey to give the programme a head start by providing up to **25,000 helmets and to reach up to 100 schools nationwide,** engaging more than 100,000 children with road safety activities to increase road safety awareness.

A decorative graphic in the bottom right corner consisting of several overlapping, semi-transparent circles in shades of yellow, orange, and red, creating a circular pattern.



"This scale only covers 3% of the primary schools in Malaysia, but we need to start somewhere. We are committed in our vision to help make Malaysia a Safer Place, and we call on all Malaysians to join us in protecting our children," said Derek Roberts, Chief Executive Officer.

"Only 15% of the pillion riders wear helmets travelling to and from school. Most of them either don't wear helmet or they wear toy or adult helmets. Changes need to happen now, and we need help and support from all Malaysians. We hope to be able to rally our strong network of partners and internal in supporting MyPerintis in this cause," he added.

Providing a platform to empower public to be self-involved and sponsor a helmet, MyPerintis is driving this campaign with the support from Kurnia to encourage corporations and fellow Malaysians to play a part in making this country a safer place on the road for all Malaysians at all age.

End

About Programme Adiwira Topi Keledar

'Hero yang Selamat adalah Hero yang Hebat!'

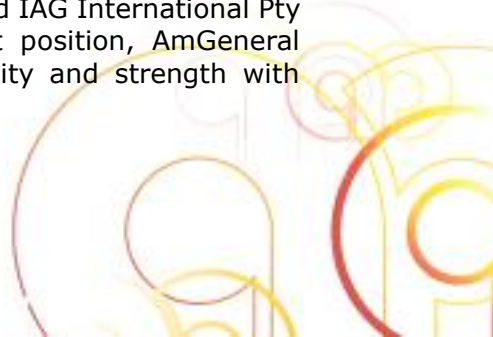
In Malaysia, where motorcycles are often used as family vehicles, children tend to travel as pillion riders from an early age, most commonly sitting in front of the rider or behind the rider. According to *Malaysia Institute of Road Safety Research*, only 15% pillion riders wear proper helmet while riding on motorcycle therefore putting children at high risk when travelling to and from school.


Together, MyPerintis and Kurnia have positioned this programme to contribute measurable impact to this pertinent issue. Piloting the program to provide child pillion riders with child-size helmet, this programme aims to catalyse the behavioural change needed to promote positive road safety habit to children at young age.

In March 2019, the collaborative parties together with Ministry of Education have kick-started this pilot programme to distribute 1,500 child-sized helmets to 30 primary schools in Klang Valley, Johor Bharu and Kota Bahru with a helmet coloring contest and road safety activities.

About AmGeneral Insurance Berhad

AmGeneral Insurance Berhad ("AmGeneral Insurance") is founded on a combined business of two former entities, AmG Insurance Berhad ("AmG") and Kurnia Insurans (Malaysia) Berhad ("KIMB") with the acquisition of KIMB by AmBank Group and IAG International Pty Ltd ("IAG") in September 2012. With our strengthened market position, AmGeneral Insurance stands as a pillar of the industry, representing stability and strength with exceptional product offering, distribution and customer service.





Together, AmAssurance and Kurnia insure one in every six cars in Malaysia and is one of the leading in Motor with a market share of just over 15%. For overall general insurance, AmGeneral Insurance is top 3 in overall market share as of March 2018 by Gross Written Premium (GWP). With over two million unique customers, the company generates business from a comprehensive range of general insurance solutions distributed through a network of 33 branches, servicing 7,000 agents and dealers, as well as through AmBank's branches nationwide.

For more information, please visit www.amgeneralinsurance.com

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