

10 August 2014

**AmMetLife Launches 'Live Ready' Brand Campaign**  
***New Customer Approach Calls on Malaysians to 'Live Ready'***

AmMetLife Insurance Berhad ("AmMetLife") and AmMetLife Takaful Berhad ("AmMetLife Takaful") will launch a new and vibrant "Live Ready" brand campaign nationwide on 12 August. The campaign underscores AmMetLife's philosophy that "Customers are at the heart of everything we do", realised by delivering clear, transparent financial security and stability to Malaysians.

This new campaign follows the unveiling of the two companies' new identities in May 2014 and the successful formation of the strategic partnership that taps into the strong local understanding of the AmBank Group and the global expertise of MetLife. The new brands of AmMetLife and AmMetLife Takaful leverage the best of these two exceptional companies, breathing new life into Malaysia's life assurance and family takaful businesses.

Explaining the concept of 'Live Ready', Tan Sri Azman Hashim, Chairman, AmBank Group said, "Prior to the development of the brand campaign, AmMetLife had engaged in extensive market research to better understand the needs of Malaysians. The findings were clear: Malaysians want certainty and clarity for their future, they want peace of mind for their lives and the lives of their loved ones, and they want assurance that the choices they make are right for themselves and the people who matter to them."



Tan Sri Azman Hashim, Chairman, AmBank Group



Dato' Dr. Nirmala Menon, Head of Designated Markets & Health, Asia, MetLife

Dato' Dr. Nirmala Menon, Head of Designated Markets & Health, Asia, MetLife added, "It was through this understanding of Malaysians' needs that AmMetLife crystallised its approach of helping customers to 'Live Ready'. This is achieved by making it easier for customers to do business with AmMetLife, and simpler for families and individuals to achieve their financial security, allowing them to pursue more from life."

AmMetLife's aspiration is to help customers "Live Ready" by treating them fairly, learning more about them and providing them with clear and simple solutions. Because only when they are ready for all that life brings can they truly live.

The new AmMetLife brand sees the launch of an integrated media campaign which includes a 60-second 'Live Ready' TV commercial aired on key TV stations, newspaper advertisements, Yahoo, MSN, and YouTube page takeover, outdoor advertising at strategic locations as well as the newly revamped website [ammetlife.com](http://ammetlife.com).



*Still images from the new AmMetLife "Live Ready" TV Commercial*

A teaser newspaper advertisement will appear on 11 August.

The 'Live Ready' campaign will also progressively introduce innovative, cutting-edge life assurance and family takaful solutions to be developed in five key areas, leveraging best practices and global standards:

- Education – Saving for your children's future
- Protection – Protecting your family
- Health – Taking care of your health
- Wealth – Saving for your dreams
- Retirement – Planning for your golden retirement

The brand campaign is the first since the commencement of the strategic partnership, and will continue for the rest of the year.

### **About AmMetLife**

AmMetLife is a strategic partnership between AMMB Holdings Berhad (AmBank Group) and MetLife International Holdings, Inc. (MetLife). AmMetLife offers a comprehensive range of life assurance and wealth protection solutions distributed through a combination of over 200 AmBank and AmMetLife branded branch offices, in addition to the strength of its authorised life insurance agents nationwide.

The strategic partnership combines the international expertise and financial strength of MetLife with the local strength and reach of AmBank Group to create a customer-centric and modern life assurance solutions provider in Malaysia.

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