

Media Release

21 April 2014

AmGeneral Insurance expects to grow its Gross Written Premium between 7% - 10% over the next four years

AmGeneral Insurance Berhad ("AmGeneral") took its Second Annual Sales Conference 2014, themed "***The Future Starts Now***", to Pulau Pinang, which was held from 20-21 March 2014 at a leading hotel here.

The two-day event gathered a total of 350 staff comprising the marketing, sales and management teams to share insights on the business strategies and provide a platform of motivational aspirations to help them exponentially grow the business together. The Sales Conference included networking sessions, workshops conducted by the management team and distinguished motivational speakers such as Mr Ernie Chen, Founder/ Group CEO of ATCEN Education Group and Mr Ken Ng, Chief Executive Officer and Chief Master Trainer of Training Touch Sdn. Bhd.

"Our intention is to bring our key sales team together to be connected, communicate our strategy and vision, motivate and inspire, and ensure we step into the new financial year in the strongest way possible," said Mr Travis Atkinson, Chief Executive Officer, AmGeneral Insurance Berhad

The theme "***The Future Starts Now***", depicts strategic aspirations for AmGeneral (trading under the dual brands of AmAssurance and Kurnia) to continue to be Malaysia's Best Motor Insurer, develop technical capabilities to grow the commercial and personal lines portfolio in moving ahead as one united and great team.

He added, "With two renowned brands in the market, this year's theme is of great significance for us to continue to approach every challenge positively to develop ourselves, and strive to seek new and relevant ways of growing our

A decorative graphic in the bottom right corner featuring stylized human figures in yellow and orange, with a lightbulb-like shape above them, symbolizing ideas and growth.



businesses, anticipating our agents' and customers' needs and providing valuable support to them at all times."

One of the major topics addressed was the required deliverable needs of today for the team, agents and customers to better help them prepare through the upcoming changes and opportunities of regulatory changes, the implementation of GST, and in particular the modification of insurance tariff structure.

"Our goal was to ensure that under any circumstances or situation, the team is readily prepared to protect our consumers' interests," added Travis.

Together, AmAssurance and Kurnia insure one in every five cars in Malaysia (about 18.4% of market share in Motor) and bags 10.7% market share in overall general insurance by gross written premium. AmGeneral expects to grow its GWP between 7%-10% over the next 4 years.

The Sales Conference ended with a Gala Dinner, themed "Old Shanghai Glam".

About AmGeneral Insurance Berhad

AmGeneral comprises the combined business of the two former entities, AmG Insurance Berhad ("AmG") and Kurnia Insurans (Malaysia) Berhad ("KIMB"). It was established following the acquisition of KIMB by AmGeneral Insurance in September 2012.

AmGeneral continues to trade under its two well-known, trusted brands, AmAssurance and Kurnia. Together, AmAssurance and Kurnia insure around one in every five cars in Malaysia (about 18.4% of market share in Motor) and bags 10.7% market share in overall general insurance by gross written premium.

With over four million customers, the company generates business from a comprehensive range of general insurance solutions distributed through a network of 30 AmAssurance and Kurnia branches, servicing 7,000 agents and dealers, as well as through AmBank's 187 branches nationwide.

For more information, please visit www.amgeneralinsurance.com

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