

28 March 2018

### **AmMetLife Takaful awarded Innovation Award for *iMeriah***

AmMetLife Takaful Berhad ("AmMetLife Takaful") was presented the Innovation Award for ***iMeriah*** at the Takaful Star Nite 2018 organised by Malaysian Takaful Association ("MTA") at the Sime Darby Convention Centre, Kuala Lumpur on 23 March 2018. AmMetLife Takaful was the sole award recipient for the Innovation Award category. Takaful StarNite 2018 is an annual event held by the takaful industry to recognise and celebrate the achievements in the industry.

***iMeriah*** by AmMetLife Takaful is a group term takaful programme designed specifically for MYDIN's Meriah card members. Eligible members who spent at least RM600 per month with their Meriah loyalty card will be automatically covered under this programme in the following month for free. If a covered Meriah card member dies during the coverage period, the nominee or next of kin will receive free spending of RM300 a month to buy daily needs at MYDIN stores for a period of 12 months. ***iMeriah*** was officially launched in December 2017 and caters specifically for family breadwinners who frequently shop at MYDIN.

This award winning product is the first family takaful coverage in Malaysia that provides takaful benefits in term of goods rather than lump sum cash. It is an innovative and effective approach in meeting customers' needs to sustain their lives once the breadwinner has passed on. ***iMeriah*** has raised the benchmark of takaful innovation in the industry.

Encik Muhammad Fikri Muhamad Rawi, Chairman of MTA presented the award to Noor Azam bin Mohd Yusof, Chief Executive Officer of AmMetLife Takaful.

*"This Innovation Award by MTA validates ***iMeriah*** as a unique and innovative Takaful plan. We are proud to be the first modern Takaful provider to make possible this innovative and first in market type of claims disbursement that has fundamentally changed the value*

*proposition we offer to the consumers. This achievement is a milestone indeed for AmMetLife Takaful. The subscription of **iMeriah** has exceeded our expectation, hence it is a testament to the innovativeness of this product. I would like to take this opportunity to show my highest appreciation to our partner, MYDIN Mohamed Holdings for their undivided commitment in collaborating with us and to all valued Meriah card holders - thank you for your trust and support. This award would certainly spur us further to continue finding new ways to make Takaful coverage hassle free and accessible to all Malaysians.*

**Noor Azam bin Mohd Yusof**  
**Chief Executive Officer, AmMetLife Takaful Berhad.**

**iMeriah** is available at 59 MYDIN stores nationwide including hypermarket, supermarket, bazaar, emporium and MYDIN Mart from 13 December 2017.

Please visit the Customer Service counters at the nearest MYDIN Store to know more about **iMeriah**. Information about **iMeriah** is also available on the respective Facebook pages of MYDIN and AmMetLife Takaful.

### **AmMetLife Takaful**

AmMetLife Takaful is a strategic partnership between AMMB Holdings Berhad (AmBank Group) and MetLife International Holdings, Inc. (MetLife). The strategic partnership combines the international expertise and financial strength of MetLife with the local strength and reach of AmBank Group.

AmMetLife Takaful offers a comprehensive range of takaful solutions distributed by its authorised takaful agents and AmBank branches nationwide. With our passion to provide excellent services, together with a deep and respectful knowledge of Shariah principles and values, we aim to be a customer centric and modern takaful operator in Malaysia.

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***For any further information on products and services by AmMetLife Takaful Berhad, please contact Mohd Faiz Hafizi Manap at [Faiz.Manap@ammetlife.com](mailto:Faiz.Manap@ammetlife.com).***