

Monday, 11 March 2019

Kurnia Insurans launches CSR Programme 'Adiwira Topi Keledar' in 30 primary schools

Kurnia Insurans (Kurnia), a leading brand in general insurance, today announced the launch of its CSR Road Safety Campaign, '*Program Adiwira Topi Keledar*' which carries the theme '*Hero yang Hebat adalah Hero yang Selamat!*'

Through this programme, 1500 limited edition safety helmets will be given away to primary school students across 30 selected primary schools in the Klang Valley, Johor Bahru and Kota Bharu. The programme will kick-start with an Art Colouring Contest where primary school students will design their own helmets and one winner from each school will be selected. The winning design will then be adapted to the custom made helmets distributed to the needy pillion riders of these schools.

A brand name under AmGeneral Insurance Berhad (AmGeneral), Kurnia aims to promote good and safe behaviours on the road by highlighting the importance of putting on the motorcycle helmets to primary school students. This is also aligned to AmGeneral's Purpose, which is "To help make Malaysia a Safer Place". This programme is collaborated with *MyPerintis* as a partner to connect with the Ministry of Education and Education District Office to reach out to the selected primary schools.

The Malaysian Institute of Road Safety Research found that only 15% of Malaysian children wear proper safety gear when riding on motorbikes with their parents to school. "This means that every day, children are at risk travelling to and from school. The behavioral change could not happen fast enough, therefore we hope by this initiative, we can make real change in instilling positive behavior early with



school children on the importance of motorcycle helmets.” said Derek Roberts, Chief Executive Officer of AmGeneral.

The helmet colouring contest will run from 15 March 2019 to 29 March 2019, followed by the selection of best designs from the participating schools. The custom designed helmets are targeted to be out on the road by July 2019.

End

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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