

Zurich Insurance Malaysia launches new brand campaign with a marriage vow renewal

Kuala Lumpur, 21 August 2014 – Zurich Insurance Malaysia Berhad launched its all new brand campaign, **'For Those Who Truly Love'** - bringing to life the true ethos of the brand whilst demonstrating the 'real' reason why one opts for insurance protection. In line with the direction of the campaign, the highlight of the event took the form of a marital vow-renewing ceremony.

Celebrity couple, Harith Iskander and wife, Dr. Jezamine Lim renewed their marital vows after four years of matrimony. The ceremony represented a reaffirmation of their relationship and commitment of their enduring love for one another, signifying Zurich's commitment in creating awareness on the importance of love and protecting the people you truly care.

Speaking at the launch event, Phil Smith, Chief Executive Officer of Zurich Insurance Malaysia explained that based on the new concept, all communication tells a simple "love story" in a light-hearted way. "Zurich's new global communication platform, **'For Those Who Truly Love'** brings our brand to life and is based on a simple insight that when you truly love something – or someone – you want to protect it in the best possible way. Instead of focusing on prices and products, it appeals to the emotions. We are a company that places our consumers at the centre of our business and for Zurich the message is clear. We are there for our customers, when they need us to protect what they value most in life."

'For Those Who Truly Love' is a global brand campaign which was initially launched in September 2013 in Switzerland, Germany, the UK and North America and will officially be rolled out in Malaysia on 1st September 2014 through television, print, billboard and digital advertising.

“This campaign serves to create an emotional link between Zurich and the community around us, creating a tangible, live presence of our brand that upholds what we stand for. Through these mediums, we want to convey the message that insurance is for all and that everybody needs protection. We want to highlight not only the significance of love through our messaging, but also the need for us to translate this love into action by protecting and caring for people or things we truly care about”, said Christine Cheu, Chief Marketing Officer of Zurich Insurance Malaysia.

Christine further added that apart from the creative aspects of the campaign, Zurich will be executing a series of interesting activities in support of the campaign. “In conjunction with the campaign, there will be a lot of exciting initiatives lined up, which all Malaysians can look forward to and amongst it is a social media contest called Love Tweaks which will run from September to December 2014. Prominent local celebrities that will be working closely with us on this contest include Faiq Shazwan as Zurich’s very own Agent Love, as well as three weekly celebrities – Harith Iskander, Gan Mei Yan and Diana Danielle.”

Zurich will also conduct a nationwide roadshow for a period of three months from September to December 2014 throughout 50 locations nationwide. Through these roadshows, Zurich will showcase the importance of caring and protecting those we truly love through three stages of activation, namely Motor Insurance, Travel Insurance and Life Insurance. Not only that, members of the agency force and employees of Zurich will have an opportunity to take part in an exciting internal contest in which they stand a chance to realize their dreams.

For more information on **‘For Those Who Truly Love’** campaign and activities updates, please visit Zurich Insurance Malaysia’s Facebook page at www.facebook.com/ZurichInsuranceMalaysia or Zurich Insurance Malaysia’s website at www.zurich.com.my

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Zurich Insurance Group (Zurich) is a leading multi-line insurer that serves its customers in global and local markets. With more than 55,000 employees, it provides a wide range of general insurance and life insurance products and services. Zurich's customers include individuals, small businesses, and mid-sized and large companies, including multinational corporations, in more than 170 countries. The Group is headquartered in Zurich, Switzerland, where it was founded in 1872. The holding company, Zurich Insurance Group Ltd (ZURN), is listed on the SIX Swiss Exchange and has a level I American Depositary Receipt (ZURVY) program, which is traded over-the-counter on OTCQX. Further information about Zurich is available at www.zurich.com

Zurich Insurance Malaysia Berhad, as part of Zurich Insurance Group, is a well established composite insurer headquartered in Kuala Lumpur with a nationwide presence of 39 branches in Malaysia. Zurich caters to the insurance, savings and investment needs of Malaysians by offering a vast range of general and life insurance solutions through its 5,400 tied Life Insurance agents, and 3,000 multi-tied General Insurance agents. The company was formerly known as Malaysian Assurance Alliance Berhad. Further information about Zurich in Malaysia is available at www.zurich.com.my

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