

A Gift of True Love for Malaysia Day Baby

Zurich to present lucky Malaysia Day baby with insurance policy

Kuala Lumpur, 8 September 2014 - Expecting parents who are just about due may just have a lot more to cheer about this Malaysia Day! One lucky baby born on 16 September 2014 will receive a complimentary life insurance policy courtesy of Zurich Insurance Malaysia Berhad.

This initiative comes as part of Zurich's all new brand campaign, **'For Those Who Truly Love'**, a reflection of the company's ethos, demonstrating love as the true reason why one opts for insurance protection.

The offer is open to all Malaysian parents with a total monthly household income of less than RM4,000, whose baby is born at the stroke of midnight or just after midnight on 16 September 2014 in a government hospital or clinic in the country, including Sabah and Sarawak.

To qualify for the gift, parents of the newborn baby will have to submit the baby's birth certificate, proof of BR1M (Bantuan Rakyat 1 Malaysia) aid assistance, which is a copy of the printed eligibility receipt and the parents' contact details (full name, phone number, email address, and mailing address) by **22 September 2014** to

**GO Communications Sdn. Bhd.* Once all documentations have been verified by Zurich, the parents of the selected baby will be presented with the complimentary policy.

"Our new brand direction serves to create an emotional link between Zurich and our customers, creating a tangible, live presence of our brand that upholds the values that we stand for. We want to convey the message that insurance is for all and that everybody needs protection. Hence, the **Malaysia Day Baby** initiative is our way of showing the true gift of love and commitment to the community around us by celebrating the special day with the parents and their new bundle of joy," said Philip Smith, Chief Executive Officer of Zurich Insurance Malaysia.

“Through this and other initiatives carried out in conjunction with the campaign, we want to highlight not only the significance of love, but also the need to translate this love into action by protecting and caring for the people we truly care about,” he added.

***Submission of Documentation:**

Zurich Insurance Malaysia accepts submission of documentation via email, mail, fax courier, or hand delivery. Mailed, couriered, and hand delivered submission should be addressed/ delivered to:

GO Communications Sdn. Bhd.

S111 & S112, Second Floor, Centrepont,
3, Lebuhraya Bandar Utama, Bandar Utama, Petaling Jaya,
47800, Petaling Jaya, Selangor,

Attn: Zurich Malaysia Day Baby

Emailed submissions can be sent to info@msiadaybaby.com Faxed applications can be sent to **+603 - 7710 3289**. For enquiries on submission, please contact GO Communications at **+603 - 7710 3288**.

For more information on the **Malaysia Day Baby** initiative or Zurich’s all new brand campaign, **‘For Those Who Truly Love’**, please visit Zurich Insurance Malaysia’s Facebook page at www.facebook.com/ZurichInsuranceMalaysia or visit 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

For further information, please contact:

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