

## **For Extra Value, Get Extra Allocation**

*Enjoy up to 8% EXTRA ALLOCATION with Zurich FlexiLife Plus*

**Kuala Lumpur, 3 April 2015** – Malaysia has now begun shifting into the new financial phase with the implementation of the six (6) per cent Goods and Services Tax on 1 April 2015. Among the speculation around the impact of this tax on household finances, Zurich Insurance Malaysia Berhad (ZIMB) has taken a bold step forward by giving back to its customers.

Although Life Insurance is exempted from the tax, this aspiring insurer brings good news and greater cash value to potential Life Insurance policyholders to kick off a great year ahead.

Starting on 9 March for a period of two months, ZIMB recognised for its love towards the community and its ‘For Those Who Truly Love’ campaign, presents its Zurich FlexiLife Plus EXTRA ALLOCATION promotional campaign.

This extra allocation gives new policyholders the advantage of enjoying up to \*eight (8) per cent additional allocation of its First Year Basic Regular Premium (BRP) to policyholders’ investment account.

Philip Smith, Chief Executive Officer of ZIMB shared his enthusiasm for this exciting offer to its potential customers. “At Zurich, we understand that it is crucial for people to start their investments and insurance coverage at a tender age. Therefore, we believe that this additional allocation of up to eight (8) per cent is among the best ways to start the year, at any age. By introducing this allotment to first year BRP policyholders, we strongly incentivize them to move into this new financial phase by securing this extra allocation”.



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Zurich FlexiLife Plus is a regular premium investment-linked plan thoughtfully created to take into account different life stages, maturing when the life assured reaches the age of 100. It rewards with Loyalty Bonuses, and offers certainty with the No Lapse Guarantee Benefit. In addition to that, FlexiLife Plus can also enhance the policyholders' protection coverage at different life events without further underwriting.

With the purchase of an annual BRP between RM2,400 to RM6,000, customers will receive up to \*five (5) per cent extra allocation in the first year. However, for those investing more than RM6,000 of BRP, policyholders can benefit from an increase of up to \*eight (8) per cent.

Signups can be made throughout the promotional campaign period from 9 March to 8 May 2015.

For more information on this limited offer, customers may contact their servicing life advisors or Zurich's Call Centre at 1-300-888-622 or visit [www.zurich.com.my](http://www.zurich.com.my)

\*Terms and Conditions apply.

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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](http://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 42 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 5,000 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](http://www.zurich.com.my)

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