

All-in-one Insurance Solution for SME Business Protection

Zurich Insurance Malaysia introduces an innovative approach that empowers Small and Medium Enterprise business owners

Kuala Lumpur, 2 September 2015 – The roles of Small and Medium Enterprises (SMEs) are becoming increasingly vital in the development of the Malaysian economy. Today, SMEs have the potential to contribute substantially and can provide a strong foundation for the growth of new industries as well as strengthening the existing ones, for future development of Malaysia. Presently, at least *97.3% business establishments in the country are made out of SME businesses, with a total of up to *32% Gross Domestic Product (GDP) contribution since 2010.

In efforts to further contribute to the development of the SME segment, Zurich Insurance Malaysia Berhad (ZIMB) proudly introduces its latest SME business proposition, **Optimuz** – an all-in-one insurance solution for SME owners to empower their decisions in choosing the ideal protection for their business.

Speaking at the media launch was Philip Smith, Chief Executive Officer of ZIMB who explained that the company is committed to help customers understand and protect themselves from risk. “At Zurich, we are determined to help our customers be it individuals, families, working professionals, SMEs as well as large corporations alike – understand and manage risk in the best possible way. We have been applying our global expertise and combining our best practices around the world to provide customers with the best protection for the things they value and truly love. And now, purchasing insurance for SMEs are made easier with Optimuz”

With a proposition so inclined on helping and protecting entrepreneurs, Optimuz offers up to 11 different segments of coverage, with Fire Insurance as the main anchor. 10 of these segments are under General Insurance with one (1) Group Term Life Insurance option for SME business owners to select.

Zurich places great importance on making business transactions simple and flexible for both its customers and agents. With technology advancement being one of the key factors in providing efficient and effective customer service, Optimuz's cutting edge system was designed to enhance customer experience of application and underwriting process. The Optimuz system is the first of its kind in the market which provides convenience to not only customers but to agents who are always on the go. Agents are able to provide customers instant insurance quotation, instant policy issuance - anytime, anywhere without the hassle of paperwork.

David Fike, President of General Insurance, ZIMB expressed that Optimuz is a robust and intelligent offering that addresses the needs of SMEs. "Optimuz is a holistic solution that combines insurance protection, technology advancement as well as customer support. Based on our continuous research on insurance requirements for SMEs, often the top three coverage required are Fire, Burglary and Group Personal Accident protection. We understand that SME businesses are unique and often require customization. With Optimuz, we are offering entrepreneurs the flexibility to choose their own insurance protection suitable to every stage of their business growth."

In any business, employees are always the heartbeat of a company and that it is every employer's goal to protect its best people. **Employee First** is the Group Term Life Insurance option under Optimuz. It is a policy which truly cares for the employees' welfare and wellbeing. It offers seven different coverages which covers death, accidental death and disablement (ADD), total and permanent disability to name a few. The ADD benefits even provide coverage of up to **double or triple the basic sum assured, depending on the nature incident.

The media launch which took place at Hotel Pullman, Bangsar was graced by Yang Berbahagia Tan Sri Ir. (Dr) Mohamed Al Amin Abdul Majid, Chairman of SME Corporation Malaysia. The event was also attended by more than 100 enthusiastic SME business owners, ZIMB agents as well employees.

A special “Entrepreneurs Forum” was organised for the benefit of the SME owners which actively discussed the successes and ambitions of successful SME entrepreneurs – Anthony Wong, Founder & Managing Director of Asian Overland Tourism and Hospitality Group as well as Dato’ Nafisah Radin, Founder & Managing Partner of NR Architect and Interior Design.

For more information on Optimuz, interested SME owners may contact Zurich’s Call Centre at 1-300-888-622 or visit www.zurich.com.my/optimuz to learn more.

**All statistics are recorded in the SME Corporation Malaysia Annual Report 2013/2014 and SME Development Framework: The Malaysian Case presentation by Dato’ Hafsa Hashim, CEO of SME Corporate Malaysia at the Cairo AMC-CBE-WBG SME Conference in January 2015.*

*** 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 about 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 43 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 3,200 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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