

## **Zurich Insurance Malaysia Introduces Market-First Personal Accident Plan with Life Wellness Benefits**

**Kuala Lumpur, 20 July 2016** – No matter what age, how healthy or fit a person is, a serious accident could alter one's life. Those in their prime years who focus primarily on building their careers and providing for their families, tend to neglect one of the most important things in life – their health.

Taking living cost, medical expenditures and legacy planning into consideration, Zurich Insurance Malaysia Berhad (ZIMB) introduces ***Active Living***, a comprehensive **Personal Accident (PA) insurance** which takes a person's health worries away, so as to enjoy and truly love life to the fullest.

**Active Living** is the country's **first PA** plan that covers a person from top to toe, combining the best of **Protection** and **Prevention** in one simple policy and is specially designed for **those in their prime; between 40 to 60 years old**.

Speaking at the media launch yesterday, **David Fike, GI President of ZIMB** expressed, "As a General Insurer, we're taking the lead in offering a PA plan that is unique, unlike the ones that are available in the market. Active Living integrates protection as well as life wellness benefits into one simple policy. With **medical inflation rates in Malaysia standing at between 10% to 15%**, medical bills can quickly deplete your savings. Therefore, we have partnered with one of Malaysia's leading healthcare groups - **BP Healthcare** to encourage Malaysians to take preventive steps towards their health so that they can continue to maintain their active lifestyles completely worry-free."

Other key features of Active Living are:

- **Affordable and Flexible PA Coverage** – From only RM1.10 per day, the plan covers policyholders in the event of accidental death, permanent disability, broken or fractured bones; with a variety of optional riders to add on such as dislocation, burns, nursing care allowance, funeral expenses, medical reimbursement due to Dengue or Zika virus, and death due to Dengue, Japanese Encephalitis or Malaria.
- **Complimentary Health Screenings** – In collaboration with BP Healthcare, the plan offers preventive healthcare measures that enable policyholders to enjoy **free yearly health screenings** as well as **preferred rates for on-demand house calls** by BP Healthcare **Doctor2U** service. Under this unique feature, policyholders can opt to get doctors to their homes instead of waiting in queue at health institutions.
- **Renewable up to 100 years old** – Active Living is the first PA plan to offer coverage and protection all the way up to 100 years old.
- **“Snap, Claim & Pay” Express Claims Service** – Under this feature, policyholders are able to submit claims amounting less than RM500 using their smartphones. Just snap a photo of their itemised hospital bill, and send it to Zurich’s dedicated email address at [genmclaims@zurich.com.my](mailto:genmclaims@zurich.com.my). No complicated forms, no hassle.

Although Active Living is designed for those in their prime, anyone between 18 to 75 years old are eligible to purchase the plan. It is guaranteed acceptance with only minimal information required for registration, no medical questionnaires to complete and no underwriting prior to enrolment.

The launch was graced by **Dato Beh Chun Chuan, Chairman of BP Healthcare Group** in the presence of members of the media, management teams and employees of both ZIMB as well as BP Healthcare.

For more information on Active Living, please contact Zurich’s Call Centre at 1-300-888-622 or visit [www.zurich.com.my/activeliving](http://www.zurich.com.my/activeliving)

**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](http://www.zurich.com)

**Zurich Insurance Malaysia Berhad (ZIMB)**, as part of Zurich Insurance Group, is an established composite insurer headquartered in Kuala Lumpur with a nationwide presence of approximately 40 branches throughout Malaysia. ZIMB caters to the protection, savings and investment needs of Malaysians by offering a wide range of general and life insurance solutions through its diverse distribution channels. With more than 1,000 dedicated employees supported by a wide network of Life and General Insurance agents, ZIMB is committed in helping customers and other stakeholders understand and protect themselves from risk. Further information about ZIMB and its services, please visit [www.zurich.com.my](http://www.zurich.com.my)

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