



## **Zurich Malaysia Partners FinTech Start-Up Bereev to Help Customers Plan Their Legacy in a Simple and Hassle-Free Way**

**Kuala Lumpur, 17 January 2019** – Zurich Malaysia recently formed a partnership with **Bereev, an online legacy planning platform**, to help its customers with legacy planning in a simple, hassle-free manner. The unique web-based application allows users to plan and store crucial information on various aspects of estate planning – from wills to insurance policies, possessions, outstanding loans and personalised wishes to be executed after demise – in one secure channel.

The latest initiative is part of Zurich’s ongoing effort to provide customers with innovative products, services and customer care throughout their life stages. Stephen Clark, Chief Executive Officer (CEO) of Zurich Life Insurance Malaysia Berhad, shared the rationale behind the company’s decision to partner Bereev. “For us at Zurich, we are always on the lookout for innovative ideas that would help our customers plan and secure their future better in today’s day and age, where time is a precious commodity. As our customers’ needs evolve, so do our products and services. We chose to work with Bereev as it provides users with a simple and easily accessible tool to organise their estate and wishes in the event of their demise.”

Launched in early 2018, Bereev is the brainchild of its founder and CEO, Izumi Inoue. The online legacy planning platform currently has since attracted a growing number of private users as well as corporate clients. “It was obvious from the get go that Zurich is determined to take care of their customers through some of the toughest moments in their lives. Through this partnership, I am confident Bereev will be able to help more families throughout Malaysia navigate and cope with the loss of a loved one,” said Izumi.

Bereev allows users to write their wishes concerning elderly care, upload important documents such as will and insurance policies, and record last words and messages which will be sent out after the user’s demise. The information can be shared with



loved ones, lawyers or financial planners; according to the privacy levels set by users.

While signing up for a Lite account is free of charge, users can opt for the Plus account which unlocks all features for a token sum of RM10 a month.

In the pilot phase, Zurich will be providing complimentary Plus accounts to customers who sign up for a new life insurance or family takaful plan with a minimum annual premium/contribution of RM 1,800 anytime between 9<sup>th</sup> January 2019 and 28<sup>th</sup> February 2019. Users may find out more about the partnership at [my.bereev.com/zurich](http://my.bereev.com/zurich).

For more information on Zurich's products and services, please visit [www.zurich.com.my](http://www.zurich.com.my) or its Facebook page at [www.facebook.com/ZurichMYS](http://www.facebook.com/ZurichMYS).

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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 53,000 employees, it provides a wide range of property and casualty, and life insurance products and services in more than 210 countries and territories. Zurich's customers include individuals, small businesses, and mid-sized and large companies, as well as multinational corporations. 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 Life Insurance Malaysia Berhad (ZLIMB)**, as part of Zurich Insurance Group, is an established life insurer headquartered in Kuala Lumpur. Through its diverse range of life insurance products, ZLIMB provides protection, medical and health, savings and investments solutions to address its customers' financial security needs. Together with its dedicated employees, agency force, distributors and partners, supported by more than 25 branches nationwide, ZLIMB is committed to help its customers understand and protect themselves from risks. Additionally, shariah-compliant family takaful solutions are made available to customers through its sister company, Zurich Takaful Malaysia Berhad. ZLIMB is formerly known as Zurich Insurance Malaysia Berhad. Further information about ZLIMB, visit [www.zurich.com.my](http://www.zurich.com.my)

**Zurich Takaful Malaysia Berhad (ZTMB)** is one of Malaysia's leading family takaful operators. It is a member of Zurich Insurance Group and the sole provider of shariah-compliant family takaful products within Zurich. With more than a decade of Takaful market expertise, ZTMB offers protection, medical and health, savings as well as investments solutions to address its customers' needs at different life stages. Together with its dedicated employees, agency force, distributors and partners, supported by its nationwide branch network, ZTMB is committed to help its customers understand and protect themselves from risks. Additionally,



conventional life insurance products are made available to customers through its sister company, Zurich Life Insurance Malaysia Berhad. Further information about ZTMB, visit [www.zurich.com.my](http://www.zurich.com.my)

**Bereev** is a legacy planning application that is developed and owned by Bereev Sdn Bhd, a company founded in Malaysia. The web-application helps users craft a plan which will guide their loved ones if anything happens to them (e.g. illness, accident or death). Some of the features that are available in the Bereev plan include:

- Plan | Leave behind clear instructions just by answering guided questions
- Vault | Manage important documents like will/wasiat, insurance policies, EPF/KWSP, medical records and more
- Message | Record last words and messages which will be sent to loved ones after death
- Share | Include family members, lawyer or financial planner in the planning progress

Further information about Bereev, visit [bereev.com](http://bereev.com)



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