

News Release

October 2023



Caring for the Planet: Zurich Malaysia's Commitment to Addressing Climate Risks

KUALA LUMPUR, 30 October 2023 – Zurich Malaysia (Zurich) recently concluded its third annual Climate Month affirming our commitment to environmental stewardship. Climate Month is held every September to create awareness of climate change and support actions to make the planet a greener place.

An integral part of Zurich's 'Care For What Matters' campaign, the focus this year was on educating, supporting communities, and initiating restoration projects. These activities served as a powerful testament to Zurich's unwavering dedication to our planet and the well-being of local communities.

Reflecting on the success of Climate Month, Erin Hwang, Zurich Malaysia's Head of Brand Marketing and Communications, said: "As citizens of the world, we all have a part to play in caring for the planet and its inhabitants. Through our various engagements and activities, we have aimed to create a ripple effect of positive impact. Our purpose is clear – at Zurich Malaysia, we deeply care for what truly matters to all Malaysians."



Global Campaign with National Geographic

A significant highlight of our climate-focused activities is the introduction of the "Rewild Your Life" global campaign. Built around Zurich's brand purpose "Create a Brighter Future Together," the campaign aims to raise awareness about rewilding and how it can be a powerful way to support nature and restore biodiversity.

The video commissioned by Zurich Insurance Group was produced by National Geographic Creative Works. It features an exploration of how small actions of rewilding can lead to significant change and looks at rewilding through the lens of the "butterfly effect," showing how planting a dandelion in a garden could ultimately help hold back a flood. The campaign highlights the harmonious coexistence between nature and humanity, particularly in countries which are rich in wildlife and biodiversity but at risk from climate-related events, like Malaysia.

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Supporting and Sheltering Communities in Need

Focusing on helping local communities, Zurich also joined forces with EPIC Homes to construct resilient homes from 8 to 10 September. Kampung Orang Asli Serigala, located in Ulu Bernam, Hulu Selangor was the focal point of this initiative. This ongoing engagement with EPIC Homes since 2019 has resulted in the construction of three (3) homes to date.

Zurich recognises the urgency for change and is committed to transforming lives and fostering lasting improvements. In a heart-warming display of solidarity, a dedicated team of 35 employees (or 'Zurichers') devoted three (3) days working hand in hand with a local family to construct a new home. In November 2023, a second project is planned for the benefit of a family at Kampung Orang Asli Songkok in Batang Kali, Selangor.



Volunteering for Environmental Conservation

Another poignant moment of Climate Month was a beach clean-up activity at Pantai Cunang, Tanjung Sepat, Selangor, fronted by a dedicated team of Zurichers. Their efforts went beyond mere beautification to restore the natural splendour of these coastal gems by collecting the trash for recycling, in collaboration with Thanam Industry Sdn Bhd, a licensed company in waste management

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and recycling solutions. This initiative highlights Zurich's emphasis on the vital role individuals play in preserving our natural ecosystems.

For further insights into the #CareForWhatMatters brand campaign and Zurich Malaysia's holistic approach to building a brighter tomorrow, please visit www.zurich.com.my/CareForWhatMatters.

For more information on Zurich Malaysia's latest Insurance and Takaful plans, kindly visit www.zurich.com.my.

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About Zurich Malaysia

Zurich Malaysia is a collective reference term for the Zurich Insurance Group (Zurich) business subsidiaries operating in Malaysia: Zurich General Insurance Malaysia Berhad, Zurich Life Insurance Malaysia Berhad, Zurich General Takaful Malaysia Berhad and Zurich Takaful Malaysia Berhad. Zurich Malaysia offers a broad range of comprehensive insurance and takaful solutions; helping individuals as well as business owners understand and protect themselves, their businesses and their assets from risk. Zurich Malaysia has an integrated branch network in major cities nationwide as well as dedicated agency and distribution channels nationwide to serve the needs of its customers. For further information on Zurich Malaysia, visit www.zurich.com.my.