

## Zurich Malaysia and Oyen Unveil Asia's First Cat Takaful Product

*Innovative collaboration addresses the growing demand for pet takaful coverage,  
providing comprehensive protection for feline companions and their owners*

**Kuala Lumpur, 28 November 2023** – Zurich Malaysia (Zurich) is thrilled to announce a pioneering collaboration with Oyen, Malaysia's leading pet insurance platform, to introduce Asia's first-ever cat takaful product called 'Oyen Takaful Kucing'. This innovative offering addresses the increasing demand for takaful pet coverage, setting new standards for pet owners across Malaysia.

The Oyen Takaful Kucing offers comprehensive coverage of up to RM8,000 for unexpected vet bills when a customer's pet cat falls ill or is injured. What sets this offering apart is the seamless submission, processing, and tracking of claims through Oyen's AI-enhanced application, ensuring swift assessment, greatly simplifying the experience for pet owners.

The Oyen Takaful Kucing coverage will make it possible for pet owners to seek the highest quality veterinary care for their beloved companions. This Shariah-compliant product provides pet owners with coverage plans which are aligned to the Islamic principles and values of mutual protection and shared responsibility.

Shamsul Azman, Chief Executive Officer of Zurich General Takaful Malaysia Berhad, expressed Zurich's commitment to this innovative partnership, saying, "We are excited to collaborate with Oyen in introducing Asia's first cat takaful product. We believe that this product aligns with the evolving needs of pet owners and supports our commitment to innovation and customer-centric solutions. Zurich is proud to be part of this venture, and we look forward to making a meaningful impact on the pet insurance and takaful industries in Malaysia. This ties back to our brand campaign "Care For What Matters", reinforcing our dedication to protecting what our customers value most."

Oyen, with its dominant presence in the pet insurance markets and an extensive network of close to 1,000 vet clinics and hospitals across all 14 states in Malaysia, is well uniquely positioned to cater to the evolving needs of pet owners. Oyen is on track to achieve a remarkable 120% year-over-year growth this year.

Kevin Hoong, Co-Founder & CEO of Oyen, shared his perspective on this major milestone, stating, "As the pioneer of pet insurance in Malaysia, we are encouraged to see the exponential growth in the segment since our launch in 2021. We have seen growing interest from pet owners who prefer takaful as a protection option for themselves and their family (including their pets). With our new takaful offering with Zurich, a leading global brand, we look forward to helping more Malaysian pet owners afford high quality veterinarian care that is comparable to that of developed nations like UK, Japan, and Sweden. This partnership marks a significant step in providing peace of mind and security to pet owners while respecting their faith-based principles."

For more information about Oyen Takaful Kucing's coverage benefits and conditions, please visit <https://www.oyen.my/takaful-kucing>.

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### Notes to editor:

#### 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

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and distribution channels nationwide to serve the needs of its customers. For further information on Zurich Malaysia, visit [www.zurich.com.my](http://www.zurich.com.my).

## **About Oyen Sdn Bhd**

Oyen® is a leading digital-first insurance platform that provides general takaful and insurance protection such as pet insurance, travel insurance and more. With nearly RM200M in insurance protection provided, Oyen® and its friendly orange cat agent mascot strive to provide Malaysians with an approachable, dependable, and engaging insurance experience. The company's pet takaful and conventional insurance coverage allows pet owners to claim for vet medical of up to RM8,000 per year from veterinary clinics nationwide.