

[FOR IMMEDIATE RELEASE]

Zurich Malaysia collaborates with Shopee Malaysia as its first digital partner in expanding accessibility to motorcycle Insurance and Takaful



Kuala Lumpur, 14 November, 2024

In an effort to broaden the accessibility and ownership of insurance and takaful among Malaysian motorcyclists, **Zurich Malaysia (Zurich)** has expanded its partnership with **SeaMoney Capital** to bring their comprehensive **Z-Rider Insurance** and **Z-Rider Takaful** to **Shopee**, the leading e-commerce platform in Southeast Asia.

This new offering makes **Zurich** the first digital partner to offer digital motorcycle insurance and takaful on **Shopee's platform**, enabling the popular e-commerce to broaden its portfolio of insurance and takaful offerings in the market.

Recording over **16 million registered motorcycles**, a significant slice of the Malaysian population relies on motorcycles as their lifeline, as part of their day-to-day tasks, transportation and primary mode of work, particularly for those involved in the gig economy.

Recognising the need to make motorcycle insurance and takaful coverage more accessible and affordable, this partnership allows users to access **Zurich's** holistic and inclusive motorcycle plans via **Shopee**, utilising the brand's e-commerce expertise to provide users with an easy and accessible insurance and takaful

purchasing experience. This collaboration further bolsters **Zurich's** digital strategy under '**Zurich Edge**' to offer a suite of seamless end-to-end digital offerings via its partners.

Complimentary Coverage & Add-ons

Zurich's **Z-Rider Insurance** and **Z-Rider Takaful** aims to provide comprehensive protection and coverage for motorcyclists. The coverage for both offerings include:

Coverage	Z-Rider Insurance/Takaful Comprehensive (Plus)
Loss or Damage to Your Own Motorcycle due to accidental fire, theft or accident	✓
Third Party Property Loss or Damage	✓
Third Party Bodily Injury and Death	✓

Alongside these coverages, when users purchase **Zurich's Z-Rider Insurance or Takaful Comprehensive (Plus)** on Shopee, they will receive complimentary coverages which include:

- **Helmet Replacement**
- **Limited Special Perils Allowance**
- **Increased Limit for Accident Towing Cost**
- **Breakdown / Emergency Towing Cost**
- **Personal Accident Coverage**

Catering to the diverse needs and lifestyles of Malaysians, **Zurich** offers optional add-ons to bolster the safety and provide ease of mind when faced with unprecedented events. Users may choose to purchase the following add-ons for an extra layer of protection for their motorcycles:

- **Passenger Liability Cover**
- **Natural Disaster Coverage**
- **Strike, Riot & Civil Commotion Coverage**

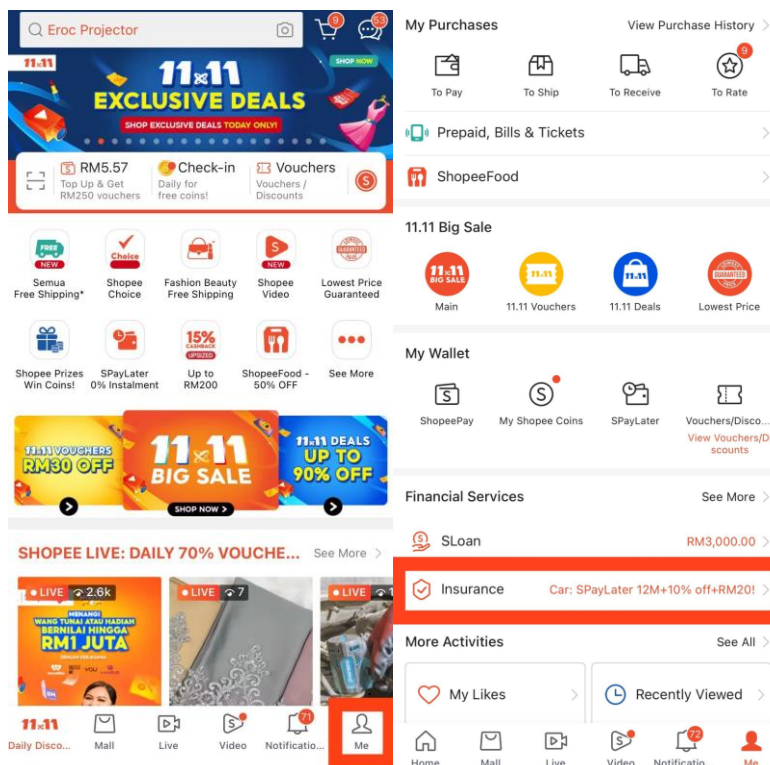
Sharing on this collaboration, **Alain Yee, Head of SeaMoney** said "As part of the e-commerce industry, we actively engage and employ a diverse cast of Malaysians, a significant portion of which rely on motorcycles as part of their work or day-to-day lives."

For how integral motorcycles are to many Malaysian lives, we believed that equal importance needed to be placed on accessibility and affordability of insurance to keep (motorcycle) riders protected.” “We’re proud to have **Zurich’s** quality underwriting and **Shopee’s** ecommerce experience alongside us as we play our part to bring simpler and more affordable coverage to motorcyclists.”

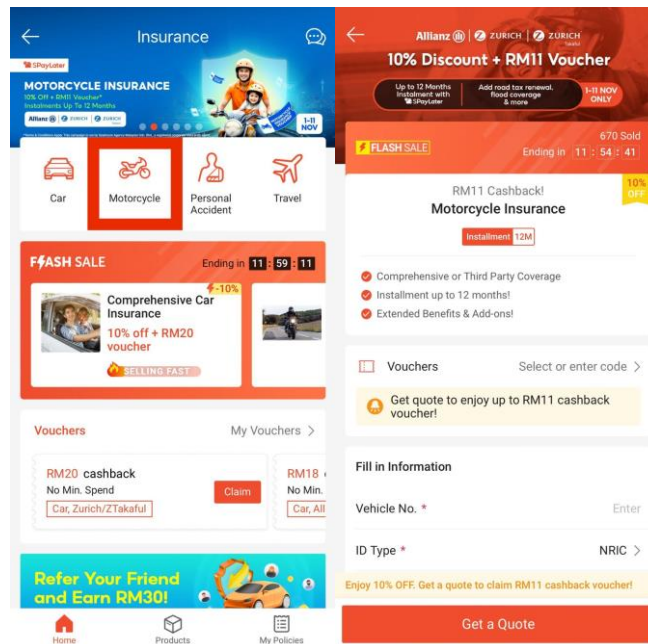
Junior Cho, Country CEO/Head of Zurich Malaysia, said, “Ensuring that Malaysians have easy and affordable access to comprehensive protection is a fundamental principle at **Zurich**. Our partnership with **SeaMoney** and **Shopee** enables us to reach more motorcyclists, offering them a seamless and secure way to purchase our **Z-Rider Insurance** and **Z-Rider Takaful** protection plans. These new offerings, developed as part of the **Zurich Edge** strategy, demonstrate our continuous progress and success in building digital-first experiences. This partnership embodies our shared vision of caring for what truly matters by empowering Malaysians with inclusive financial protection, helping Malaysians stay safe and resilient in their everyday journeys.”

Available on the Shopee app, purchasing your Z-Rider Insurance/Takaful can be completed in under just 3 minutes:

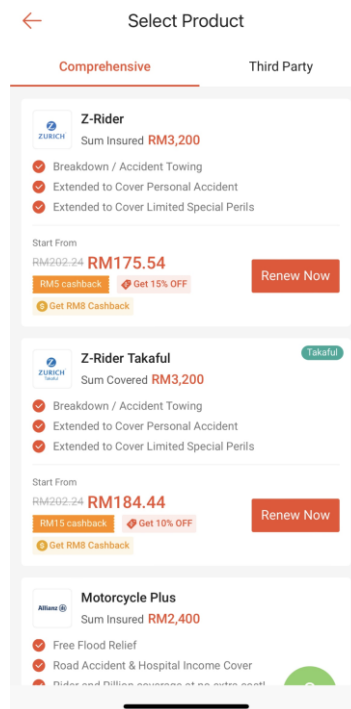
Step 1: Access the Shopee App and head over to the **“Me” Page**. Here, click on **“Insurance”**



Step 2: Click on **Motorcycle**, and insert your details to receive a quotation



Step 3: After receiving your quotation, select your preferred **Z-Rider plan** and proceed to complete your purchase



To get insured or to find out more about **Z-Rider Insurance** and **Z-Rider Takaful** on **Shopee**, visit: <https://shopee.com.my/m/motorcycle-insurance>

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About SeaMoney

SeaMoney is the leading digital payments and financial services provider in Southeast Asia. Its mission is to better the lives of individuals and businesses in the region with financial services through technology.

SeaMoney's offerings include its mobile wallet ShopeePay, which provides users with a convenient, secure, payment option both online and offline. SeaMoney also offers other services including SPayLater, a consumer financing solution which enables users to gain financial flexibility with fewer limitations; and other related digital financial services such as micro-lending for both consumers and businesses, as well as purchasing insurance policies.

SeaInsure Agency Malaysia Sdn. Bhd. is a corporate agent appointed to act on behalf of the respective insurers in respect of the distribution of insurance products on the Shopee platform.

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.

About Zurich Edge

Zurich Edge is a flagship digital partnerships proposition that delivers tailored and innovative solutions for customers within a partner's ecosystem. With its open architecture full-stack platform, Zurich Edge enables seamless journeys, personalised experiences, and optimization capabilities to drive deeper engagement with digital consumers and unlock unparalleled value for partners' businesses. Leveraging Zurich's strong insurance expertise, Zurich Edge comes with a dedicated digital squad in each Asia Pacific market to co-create and launch insurance opportunities that deliver competitive advantages.