

[FOR IMMEDIATE RELEASE]

**Stay insured and secure from RM1.67 as SeaMoney Malaysia and Zurich Malaysia present an all-new, easy and accessible Personal Accident Insurance**

*Made available on the Shopee app, the all-new insurance under [Zurich Edge](#) protects users from unforeseen accidents and injuries*



The graphic features the Zurich logo at the top left. Below it, the text reads "PERSONAL ACCIDENT COVERAGE From RM1.67 Per Month". The central illustration shows a woman in a wheelchair, a nurse, and a doctor, with a large red shield and a checkmark in the background. A red heart with a pulse line is also visible. In the bottom right corner, there is a red badge that says "25% OFF". At the bottom left, it says "\*Terms & Conditions Apply."

**Kuala Lumpur, 12 June 2024** - Driven by an effort to provide easier access to affordable insurance, SeaMoney, the financial services arm of Sea Limited, presents an all-new Personal Accident insurance in collaboration with, and underwritten by Zurich General Insurance Malaysia Berhad. The insurance aims to keep users protected and prepared in any case of sudden accidents or injuries.

Purchasable through the Shopee app, the insurance plan starts from the low price of RM1.67/month or at a price of RM20 for an annual purchase of the Basic Plan, while the Gold Plan is only available with a RM50 annual purchase.

Covering any form of bodily injuries or disablement caused by unforeseen events, the plan provides insurance coverage of RM18,000 in the case of accidental death and permanent disablement for the Basic Plan, and RM40,000 for those insured with the Gold Plan. Additionally, it also covers hospital expenses up to RM50/day for 15 days (Basic Plan) or 60 days (Gold Plan).

Gold Plan users are also entitled to additional benefits including hospital allowance of RM50/day for 60 days in the case of hospitalisation due to vector-borne diseases, and RM500 coverage for funeral expenses in the case of accidental death.

Coverage	Basic Plan	Gold Plan
Accidental Death & Permanent Disablement	RM18,000	RM40,000
Hospital Income due to Accident	RM50 per day (Up to 15 days)	RM50 per day (Up to 60 days)
Hospital Income due to Vector-Borne Disease	n/a	RM50 per day (Up to 60 days)
Funeral Expenses (accidental death)	n/a	RM500

*\*Coverage detailed is applicable for adult plans\**

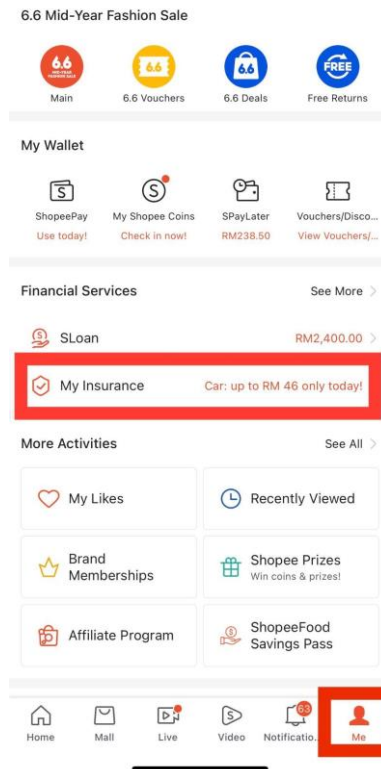
“With a population that grows increasingly digitised, Malaysians of varying demographics now have access to a variety of digital services that ease their daily lives.” shares **Alain Yee, Head of SeaMoney**. “At SeaMoney we aim to lower the barriers to entry for financial services, including personal insurance, and we are grateful to have Zurich Malaysia join us in this endeavour to make insurance more accessible and affordable for all Malaysians.”

Commenting on the collaboration, **Junior Cho, Country CEO/Head of Zurich Malaysia**, said, “Accelerating value-enhancing collaborations that bring a collective benefit to Malaysians is a fundamental principle for us at Zurich Malaysia. As people become more technologically savvy, we remain committed to serving customers in more meaningful ways that help them safeguard their well-being, safety, and financial security while supporting them as they care for what truly matters to them. We’re delighted to bring our Zurich Edge proposition to SeaMoney, enabling a seamless, personalised and more relevant user experience. We look forward to working together to keep more Malaysians safe and protected from unforeseen situations.”

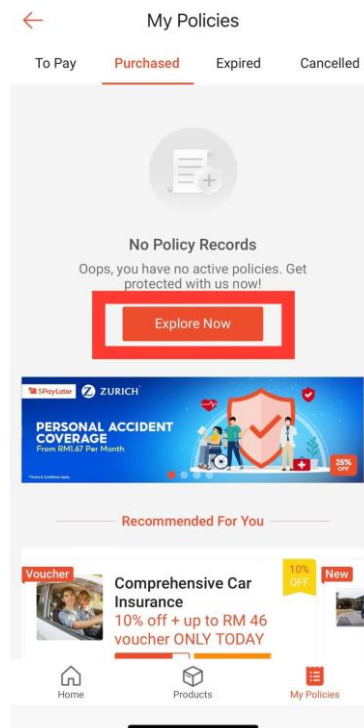
In conjunction with the launch of Zurich’s Personal Accident Plan on the Shopee app, users that purchase the insurance are entitled to an automatic 25% discount when they purchase the Gold Plan. Additionally, users can choose to pay for their plans through a variety of flexible payment methods, including instalment plans of up to 12 months when they checkout using SPayLater and rebates when using Shopee coins at checkout.

Available on the Shopee app, purchasing your Zurich’s Personal Accident can be completed in under just 3 minutes:

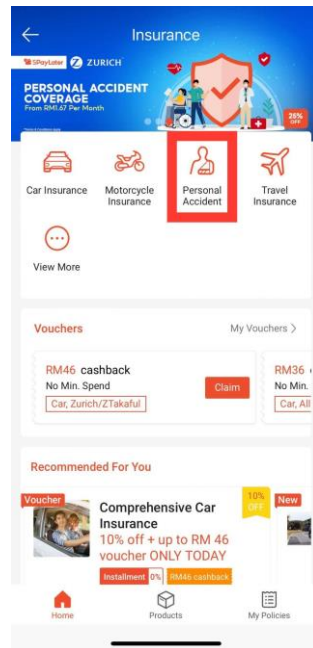
Step 1: Access the Shopee App and head over to the “Me” Page. Here, click on “My Insurance”



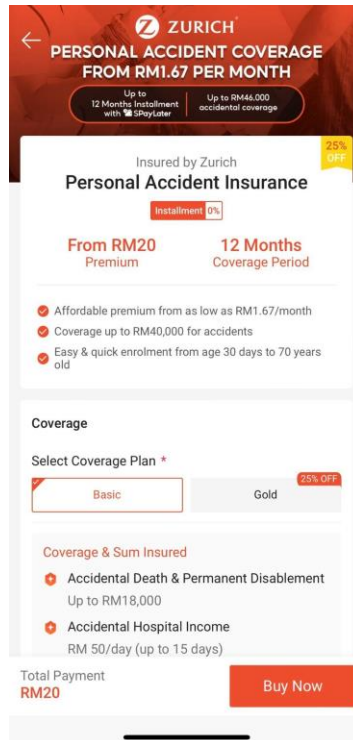
Step 2: Under “My Policies” click “Explore Now”



Step 3: Click on “Personal Accident”



Step 4: You may now select your preferred insurance plan and proceed to fill out your details to complete your purchase



\*Terms and conditions apply

## **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.

Sealnsure 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](http://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.