

# News Release

6 February 2025



## Zurich Malaysia Unveils Flagship Branch in Johor Bahru, Strengthening its Commitment to Southern Communities

**Johor Bahru, 6 February 2025** – Zurich Malaysia proudly unveils its new flagship branch at Mid Valley Southkey (MVS) South Tower, Johor Bahru, further enhancing its footprint in the southern region. Strategically located within the iconic Mid Valley Southkey development, the branch is set to deliver a seamless and innovative experience, offering both conventional and takaful solutions under one roof.

Spanning approximately 15,000 square feet across two levels, the flagship branch reflects Zurich Malaysia's commitment to providing a modern, customer-centric environment. The ground floor houses a banking hall, while the 19th floor features an office space designed for collaboration, productivity and innovation. Its strategic location near major routes like the Eastern Dispersal Link (EDL) and the Woodlands Checkpoint makes it easily accessible to customers and business partners alike.

The new flagship branch offers an array of facilities to enhance customer and employee experiences. Customers can enjoy refreshment corner on both floors and benefit from free Wi-Fi throughout the branch. Training needs for Zurich's agency network are supported by three Talent Management & Development Centre (TMDC) rooms, equipped with the latest technology and high-speed internet. Visitors also have convenient access to a prayer room (surau) located on the 6th floor of the south tower.

The new flagship branch will house more than 40 employees who are committed to delivering efficient, customer-centric services to Zurich Malaysia's life and family takaful agents, as well as general insurance and takaful distributors. This ensures seamless service delivery across Zurich Malaysia's conventional and takaful segments.

Speaking at the launch, Junior Cho, Country CEO of Zurich Malaysia, shared "The opening of our flagship branch in Johor Bahru reaffirms our commitment to providing protection solutions that are accessible, innovative, and customer centric. This branch is a representation of our brand ethos to "Care For What Matters", supporting individuals and families at every step of their journey. We are proud to bring enhanced convenience and thoughtful facilities to our customers and to strengthen our ties with the communities we serve in the southern region."

The ribbon-cutting ceremony was attended by Zurich Malaysia's senior leaders, including Pauline Teoh, CEO of Zurich Life Insurance Malaysia Berhad; Nur Fatimah Mustafa, CEO of Zurich Takaful Malaysia Berhad; Shamsul Azman, CEO of Zurich General Takaful Malaysia Berhad; and Tan Mei Sian, Deputy Group CEO of IGB Berhad.

Zurich Malaysia's new Johor Bahru branch commenced its operations on 20 January 2025, and it is located at Ground Floor, Lot G.01, and 19th Floor, Mid Valley South Tower, Persiaran Southkey 1, 80150 Johor Bahru.

For more information on Zurich Malaysia's insurance and takaful plans, please visit [zurich.com.my](https://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

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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).