



 ZURICH

   
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**Zurich Insurance Malaysia Berhad**

Formerly known as Malaysian Assurance Alliance Berhad

## Message from the CEO of Zurich Insurance Malaysia

### WELCOME TO ZURICH INSURANCE MALAYSIA

As of April 30, 2012, Malaysian Assurance Alliance Berhad is officially renamed as Zurich Insurance Malaysia Berhad (Zurich). We aspire to be a leading insurer in Malaysia as measured by our customers, distributors, employees and shareholders.

At Zurich, we strive to help our customers understand and protect themselves from risk. We aim to deliver on our brand promise, develop an agile organisation to respond quickly to our customers' needs, maintain our financial discipline and stay true to our core values of integrity, customer centricity, excellence, teamwork and sustainable value creation.

It is because of our commitment to these values and our recognised expertise in the industry that we gain the trust of our customers and are able to deliver leading and innovative products, solutions and advisory services to them.

We will continue to leverage our global insurance and risk management expertise to equip all our customers, from individuals, small-to-medium enterprises to large corporations, to better manage the changes and risks in their lives and in the world around them.

Warmest regards,



Chee Cheong  
Chief Executive Officer  
Zurich Insurance Malaysia Berhad



### About Zurich Insurance Group

Zurich Insurance Group is one of the world's leading insurance groups, and one of the few to operate on a truly global basis. Founded in 1872, the Group is headquartered in Zurich, Switzerland. The company's mission is to help its customers understand and protect themselves from risk.

Zurich takes a global approach to its core business of general and life insurance products and services. Individual, commercial and corporate customers benefit from Zurich's strong presence in the world's most attractive insurance markets.

With over 60,000 employees, superior financial strength and a highly valued brand, Zurich delivers world class service in more than 170 countries with growing positions in the Latin America, Middle East, and Asia-Pacific regions.



### Zurich's Performance

**USD 4.3bn**

**Business operating profit**  
(for the year ended December 31, 2011)



**AA - /stable**

Standard & Poor's **financial strength** rating Group, March 2011



**USD 31.6bn**

**Shareholders' equity**



For further information please visit [www.zurich.com](http://www.zurich.com)

## Recognition

Zurich's operational excellence, technical expertise and strong brand reputation are evident in the awards and recognitions it has received.

- Zurich in top 100 global brands of 2011 (Interbrand)
- #2 most-admired company in property and casualty insurance and #102 in the Fortune Global 500 (Fortune)
- Zurich named Best Overall Commercial Insurer (National Underwriter)
- University of Farmers (U.S.A.) is rated the #1 Corporate University (Training) and its leader is rated Learning Professional of the Year (SkillSoft)
- Life Insurer of the Year and Energy Insurer of the Year (Middle East and North Africa Insurance Review)
- Claims services received honours in Germany (TÜV Süd) and Switzerland (ESPRIX)
- Zurich Japan is the #1 in customer satisfaction in the Japanese general insurance sector (Japanese Customer Satisfaction Index 2011 Survey)

## Zurich Insurance Malaysia Berhad

Zurich Insurance Malaysia has a well-established presence in Malaysia, with a strong management team, over 1,000 committed and talented employees in 39 branches across the nation, 4,900 Life agents and 3,000 General Insurance agents. Zurich will combine its global expertise, operational efficiency and financial strength with the local heritage and knowledge of the Malaysian insurance market to deliver what matters, when it matters, to our customers in Malaysia.



## Product Information

At Zurich, we do not worry about risks - we plan for them. Zurich leverages its global resources and expertise to create a diverse portfolio of products and services to meet the evolving needs of our customers in Malaysia.

### Life Insurance

Zurich helps customers feel confident about their financial future by offering leading life insurance, savings, investment and pension solutions distributed by our extensive life agency sales force.

- Investment-Linked
- Individual Life
- Group Life
- Healthcare
- Personal Accident
- Single Premium Plan

### General Insurance

We provide a variety of motor, home and commercial products and services for individuals, as well as for small and large businesses through our agent and brokers distribution network.

- Property Insurance
- Pecuniary
- Motor Insurance
- Engineering
- Surety & Guarantee
- Marine
- Financial Lines
- Liability
- Personal Accident
- Healthcare
- Foreign Worker Schemes

## Contact Information

Zurich Insurance Malaysia has an extensive network of branch offices located in all major towns and cities, both in Peninsular and East Malaysia. For personal assistance, please call our **Zurich Call Centre** at 1-300-888-622 or visit our website at [www.zurich.com.my](http://www.zurich.com.my)

