



BERJAYA SOMPO
INSURANCE

NEWS RELEASE

Berjaya Sompo and LOL Events Celebrate Fearless Women in conjunction with International Women's Day

KUALA LUMPUR, 11 March 2019 - Berjaya Sompo Insurance Berhad ("Berjaya Sompo") recently collaborated with LOL Events (M) Sdn Bhd ("LOL Events") to celebrate International Women's Day (IWD) by launching the "Fearless Female Travel Campaign" and co-sponsoring "*The POMPUan Show*", in line with its plans to enrich customer experience and to celebrate all women nationwide.

This campaign aims to empower Malaysian women to travel to their heart's content without needing to worry about safety and at the same time - treat them to a good laugh. Berjaya Sompo rewarded 80 lucky customers, who purchased a SOMPO Travel Plus Insurance Elite or Basic Plan with a free VIP ticket each to watch *The POMPUan Show*.

The POMPUan Show, produced by LOL Events, is a special comedy variety show directed by top Malaysian female comedians, Joanne Kam and Sharmaine Othman, who performed alongside multitalented women, Chelsia Ng, Filzah Azmi, and Nadia Aqilah. The show is not only a local production by women for women, it is an iconic statement showcasing the capabilities of Malaysian women talents.

Mr Tan Sek Kee, CEO of Berjaya Sompo mentioned that one of the core values of Berjaya Sompo is to continuously improve its products and services to match the needs of consumers today. He added, "With higher accessibility to travel options, we have seen a rise in solo travel. While liberating and exhilarating, there are certain risks involved in being alone in a foreign place. That's why Berjaya Sompo has placed focus on creating comprehensive travel insurance plans, just to give peace of mind to travellers nationwide."

He added that through the "Fearless Female Travel Campaign" campaign, Berjaya Sompo hopes to encourage intrepid women to continue to travel and be adventurous, while raising awareness of the importance of getting maximum coverage for their travels.

Google's Keyword Planner tool revealed that the average monthly search volume for the term "solo female travel" grew by 52% between 2016 and 2017, averaging 2,900 searches between October 2016 to September 2017. In line with this global trend, the Malaysian Association of Tour and Travel Agents (MATTA) also found in 2017 that 90% of its women travellers booked and planed their overseas trips alone.

"We've found that less stress and a more balanced lifestyle leads to lower levels of anxiety, resulting in fewer accidents and a better driving record. This is important to us as we aspire to protect our customers in every way possible, including preventative measures. This is why we are focusing on our five pillars of focus in 2019, which include Food, Fitness, Music, Nature, and of course, Laughter. We truly believe that laughter is the best medicine, as it decreases stress and benefits our overall wellbeing, which made an easy decision to collaborate with LOL Events again," said Mr Futoshi Hanahara, Deputy CEO of Berjaya Sompo.

This is the second consecutive year that Berjaya Sompo is partnering with LOL Events to give customers a treat and a good laugh. Mr. Hanahara also added that this collaboration with LOL Events is part of Berjaya Sompo's brand advocacy in supporting local comedy artists in their endeavours to spread joy and laughter in Malaysia.

Berjaya Sompo Insurance Berhad (62605-U)

Level 38, Menara Bangkok Bank, 105, Jalan Ampang, 50450 Kuala Lumpur, Malaysia.

Tel.: (603) 2170 7300 Fax: (603) 2170 4800 E-mail: info@bsompo.com.my Website: www.berjayasompo.com.my

Understanding the risks faced by travellers, Berjaya Sompo designed all its travel insurance plans to match the needs of today's travellers. The benefits included in both the SOMPO Travel Plus Basic and Elite Plans are as follows:

1. Unlimited emergency medical evacuation and repatriation;
2. Medical expenses reimbursement up to RM350,000;
3. Hospital allowances up to RM10,000;
4. Personal accident coverage up to RM350,000;
5. Loss of baggage and personal effect up to RM5,000;
6. and travel delay coverage up to RM3,000.

Furthermore, the SOMPO Travel Plus Elite Plan is a comprehensive travel plan that covers policyholders for a wide range of risks while traveling. These benefits include personal liability, hijacking inconvenience, loss of deposit or full payment due to insolvency of airlines, etc.

With a strong brand presence in the general insurance industry in Malaysia, continuously innovates and strives to provide the best in insurance solutions. It also invests in talents to create meaningful customer experiences for consumers nationwide.

About Berjaya Sompo Insurance Berhad

Berjaya Sompo Insurance Berhad ("Berjaya Sompo"), is the Malaysian operating entity and part of Sompo Holdings (Asia) Pte. Ltd, established in collaboration between Sompo Japan Nipponkoa Insurance and Berjaya Group in 2011. Bolstered by the Sompo Japan Nipponkoa's strong global presence and world-class expertise and experience, Berjaya Sompo is a leading name in general insurance in Malaysia, with an ever-expanding network that presently comprises 20 offices and 2,800 agents nationwide. Berjaya Sompo provides a comprehensive range of general insurance solutions for individuals and corporations.

For more information, go to www.berjayasompo.com.my.

If you have further queries or require more information, please contact:

Mawarni Adam
Head of Brand, Marketing & Communications
Berjaya Sompo Insurance Berhad
Tel: +603 - 2170 7530
Email: pr@bsompo.com.my