



Berjaya Sampo partners iMotorbike to offer an end-to-end digital insurance solution

New digital channel will enable motorcyclist to purchase or renew motorcycle insurance online

KUALA LUMPUR, 2 July 2019 – Berjaya Sampo Insurance Berhad (“Berjaya Sampo”) today announced its partnership with iMotorbike, South East Asia’s leading motorbike online classified-ads website, to provide users with a fast, secure and simple way to renew motorcycle insurance online.

This initiative leverages on both Berjaya Sampo and iMotorbike’s digital capabilities to offer potential customers an end-to-end digital insurance solution. According to iMotorbike’s data, 85 per cent of its users are daily riders or motorcycle commuters while the balance are leisure riders.

Mr. Tan Sek Kee, Chief Executive Officer of Berjaya Sampo said that this partnership will further expand Berjaya Sampo’s reach in the motorcycle industry. “In 2018, Berjaya Sampo issued close to 78,000 policies and the domestic market for motorcycles grew 8.5 per cent from the previous year with a total of 471,782 units sold¹. This shows that there is a huge opportunity for us to grow in the motorcycle insurance segment. We also noticed that more customers are going online to purchase and renew their motor insurance. Which is why we continue to look for strategic partners to expand our digital distribution channels to ensure that consumers have access to the information and renew their insurance online.”

Mr. Futoshi Hanahara, Deputy Chief Executive Officer of Berjaya Sampo, who represented Mr. Tan at Berjaya Sampo’s office said “We are pleased to partner with iMotorbike who has a strong digital presence in the motorcycle industry. Most importantly, iMotorbike shares the same purpose with us, which is to provide a fast, secure and simple online experience for consumers. The idea of having a right digital partner is to have a seamless journey for a customer from online to offline (O2O). We believe that this synergy with iMotorbike will help us to achieve our aim to be in the top five general insurers in Malaysia.”

Through iMotorbike’s website, consumers can renew their motorcycle insurance in less than two minutes and as well as receive an instant quotation for motorcycle up to 1,000cc. Consumers are also entitled to a 10 per cent rebate when they renew their insurance online.

“We are excited to partner with Berjaya Sampo to offer insurance coverage to our motorcycle customers. As a one-stop solutions provider for avid motorcyclists, we aim to provide our customers with the best products and services such as financing and insurance. We believe that this partnership will further offer our customers the best experience through a complete

¹ Data release by the Malaysian Association of Motorcycles Manufacturers

and efficient online ecosystem for motorcycle users, lovers and professionals,” said Mr. Gil Carmo, Chief Executive Officer of iMotorbike.com.

Under Berjaya Sompo’s comprehensive motorcycle insurance plan, the cover offers protection against financial loss due to fire, explosion, lightning, burglary, housebreaking or theft and accidental damage to the Insured’s vehicle in addition to the protection against the legal liabilities to third party for death and bodily injury and damage to property that may arise through the negligence of the rider. Consumers may also opt for new additional benefits such as legal liability to the pillion, the inclusion of special perils and motorcyclist personal accident add-on by paying an additional premium.

For more information on Berjaya Sompo’s ‘Motorcycle Insurance’, visit: www.berjayasompo.com.my

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.

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