



BERJAYA SOMPO
INSURANCE

NEWS RELEASE

Berjaya Sompo Awarded BrandLaureate Industry Champion Brand ICON Award *Exclusive Award reserved for brands with significant contribution to nation and industry*

KUALA LUMPUR, 27 November 2018 – Berjaya Sompo Insurance Berhad ('Berjaya Sompo') bagged its first win at the BrandLaureate Brand ICON Leadership Awards 2018 and awarded the BrandLaureate Industry Champion Brand ICON Award at a grand gala dinner held in The Majestic Hotel last night.

Themed "*Capitalise Your Leadership to Crystallise Your Brand*", the BrandLaureate Brand ICON Leadership Awards 2018 is dedicated to brand ICONS, which are both esteemed individuals as well as respected corporations that have contributed significantly to the development of their nation and their respective industries.

Mr. Tan Sek Kee, Chief Executive Officer of Berjaya Sompo said: "We are honoured and deeply humbled to accept this award by the BrandLaureate Awards. This is a win for everyone at Berjaya Sompo Insurance. It would not have been possible without the confidence and trust of all our stakeholders including our staff, customers, business partners and agents. Our sincerest 'thank you' for your monumental cooperation and endless efforts in helping us to build and grow not only the brand, but the business as a whole."

Mr. Futoshi Hanahara, Deputy Chief Executive Officer of Berjaya Sompo, who oversees the company's brand planning initiatives mentioned that the company continuously look for ways to innovate by keeping up with the latest trends and developing the brand from within the organisation.

"Building a brand entails more than images and logos we see on billboards and social media. To grow the brand externally, we need to 'sell' it from the inside, and engage internal stakeholders to build a good connection to our products and services. As such, we have worked on enhancing our infrastructure, simplifying our systems, digitalising our processes, and improving our product offerings to support and enable our people and partners to work together efficiently and cohesively, and naturally strengthening the brand," added Mr. Hanahara.

Accepting the award on behalf of the company was Ms. Mawarni Adam, Head of Brand, Marketing and Communications.

"We always emphasise that customers are at the heart of Berjaya Sompo and we strive to ensure that customer experience is at the forefront in enabling the brand to reach greater heights in Malaysia. We have taken some bold brand initiatives this year to showcase our expertise and be different, setting us apart from others within the industry. We have since received overwhelming response from the public, positively connecting them to Berjaya Sompo."

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

In early October 2018, Berjaya Sompo launched SOMPO Motor, a comprehensive car insurance which includes enhanced benefits such as special perils coverage, 12-month repair warranty, coverage for all drivers and towing costs of up to RM300 per incident.

For more information on Berjaya SOMPO and its latest suite of products, visit: www.berjayasompo.com.my.

- End -

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 19 offices and close to 2,900 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:

Arnee Ismail
Senior Manager
Brand, Marketing & Communications
Berjaya Sompo Insurance Berhad
Tel: +603 - 2170 7336
Email: arnee.ismail@bsompo.com.my