



BERJAYA SOMPO  
INSURANCE

# PRESS RELEASE

## **Berjaya Sompo launches “*Bantuan Car Seat*” Campaign with theAsianParentMY and Crolla**

***Campaign seeks to sponsor Child Safety Seats to 30 Families in need***

**Kuala Lumpur, 17 October 2021** – Berjaya Sompo Insurance Berhad (“Berjaya Sompo”) today launched the “*Bantuan Car Seat*” campaign where the Company will be giving out child safety seats to 30 families in need. This Corporate Social Responsibility (CSR) campaign is jointly organised with theAsianParentMY and Crolla as Berjaya Sompo’s official media partner and child safety seat partner, respectively. The Campaign also aims to raise awareness on the importance of having a child safety seat and the correct method of installing a child safety seat.

Mr. Tan Sek Kee, Chief Executive Officer (CEO) of Berjaya Sompo said, “Berjaya Sompo is an organisation built on the foundation blocks of ethics, integrity and professionalism, committed to fulfilling the expectations of our stakeholders and contributing to the Malaysian economy and society. Hence, Berjaya Sompo “*Bantuan Car Seat*” campaign is very dear to our hearts as we seek to make a difference in the lives of those in need.”

“We are aware that there are people who have suffered a loss of income during this COVID-19 pandemic, and we would like to help ease their burden by providing them with a child safety seat to keep their children safe,” Mr. Tan added.

A research published by the Malaysian Institute of Road Safety Research (MIROS) Evaluation noted that children transported in private vehicles are the leading group of casualties among children aged 1 to 4 years old (43.8%). The research further reported that a correctly installed child seat helps reduce the risk of death by 71% for infants and by 54% for children ages 1 to 4 and reducing the need for hospitalisation by 69% for children ages four and below.

### **The “*Bantuan Car Seat*” Campaign**

The 3-months long campaign, which will span from 1 October 2021 to 30 December 2021, kickstarted with a Facebook Live session hosted by theAsianParentMY where Berjaya Sompo’s official child car seat partner, Crolla held a demonstration on the correct installation techniques. The session also saw Berjaya Sompo giving away three Ultima V3 policies to those who participated in the question-and-answer session aiming to raise awareness on the importance of child safety seats and its installation techniques. The Ultima V3 Personal Accident policy is a 24 hours worldwide accident insurance plan with extra benefits such as double Indemnity Cover, Personal Liability Cover, Optional cover for Temporary Total Disablement Benefit and much more.

The giveaway would see eligible families receiving the Crolla Alpha child safety seat worth RM499 each. The Seat is suitable for children from birth up to 25kg, or seven years old. The Crolla Alpha is also approved by the European Safety Standards ECE R44/04.



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To apply for a child safety seat, participants must submit their applications at the theAsianParentMY app. Along with their details, the applicants are required to provide a write-up detailing why they need the child safety seat. Qualifying criteria include:

- Household income of RM4,000 and below.
- Owning a car.
- Having at least one child below seven years old.

Link: <https://www.berjayasompo.com.my/page/child-car-seat>

## About Berjaya Sompo

Berjaya Sompo is the Malaysian operating entity and part of Sompo Group. Bolstered by the Sompo Group's 70 years of trusted presence in Asia since 1942, spreading across 14 markets in the region, Berjaya Sompo is a leading name in general insurance in Malaysia, with an ever-expanding network that presently comprises 18 offices and 2,500 agents nationwide. Berjaya Sompo provides a comprehensive range of general insurance solutions for individuals and corporations.

## About theAsianParentMY

theAsianParent is Southeast Asia's largest social network for mums and parents, with a monthly network reach of nearly 30 million users and has reached 3 million Malaysian parents monthly. The online parenting magazine also seeks to provide useful insights to parents through the pregnancy process and raising and educate their children with distinction and confidence.

## About Crolla

Crolla offers innovative baby gears that address the needs of parents and children while keeping the little ones feel securely protected and comfortable. The brand's principle focuses on quality and compliance with the highest safety standards. Crolla car seats are manufactured with high-quality fabrics and innovations for easy installation.

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