

Berjaya Sampo Marks First Win at International Finance Awards 2018 *In-House Marketing Talents Recognised as Industry's Best*

BANGKOK, Thailand, 25 January 2019 – Berjaya Sampo Insurance Berhad ('Berjaya Sampo') today received the award for the Best In-House Marketing Team for 2018 at the International Finance Awards (IFM) 2018. The award recognises industry talent, leadership skills, industry net worth and capability on an international platform. The award recipients have been chosen after a rigorous selection process by the internal team as well as key inputs from external consultants.

The prestigious annual award is organised by London-based online magazine, International Finance Magazine. The online publication focuses extensively on capital markets, Islamic finance, trading and technology and wealth management covers exclusive articles in the financial services arena, regulatory and compliance issues, technology and regular updates on developments in the financial sector.

Mr. Tan Sek Kee, Chief Executive Officer (CEO) of Berjaya Sampo said: "In line with our strategy to improve manpower optimisation, talent management and succession planning, building the capabilities of our internal talent pipeline is key at Berjaya Sampo. This will ensure that the workforce is motivated and driven to establish positive customer experience as the number one priority in becoming the preferred insurer."

The team's talent acquisition strategies included bringing in fresh perspectives and new ways of execution, which included hiring talents from outside of the insurance industry such as airline and telecommunications as well as industry veterans, in helping the company achieve its goals of becoming the preferred insurer and also produce an internationally recognised award-winning team.

Ms. Mawarni Adam, Head of Brand, Marketing & Communications at Berjaya Sampo accepted the award for her team and elaborated on how she builds and runs her department equivalent to that of a start-up company. Having prior experience in the start-up world and also in growing high-performing teams in fast-moving organisations, she continues to apply the same approach.

"We always strive to ensure that we have strong team dynamics, even more so when the company is in a high-growth stage as we require the team to have the agility, adaptability and speed to accomplish tasks. As a team leader, I can say that it is not always easy in keeping the team motivated and balancing the weight of our deliverables, but we continue to stay focused. I believe the winning recipe often lies in one's passion and drive, which I'm proud to say that our team embodies every single day, in order to realise the vision of the brand and the business. We exchange views, experiences and knowledge to get different perspectives on how we can best achieve our goals," she said.

Mr. Wong Wai Kit, Head of Human Resources at Berjaya Sompo also mentioned that they are employing various HR strategies such as working with LinkedIn and their Talent Insights tool to strengthen its employer branding initiatives as well as offering relevant programmes in developing a skilled talent pool at Berjaya Sompo.

“Employer branding is constantly on our radar and we work closely with the brand and marketing communications team to increase talent attraction as well as retention. Internally, we have various development programmes in place for all levels of our workforce that provides training and practical skills for not only work-related tasks, but also developing intrinsic skills that will shape them for long-term advancement,” added Mr. Wong.

Established in February 2018, the in-house marketing team at Berjaya Sompo has been recognised for both local and international awards, namely the Brand Laureate Leadership ICON Awards 2018 and most recently by the IFM.

For more information on Berjaya SOMPO and its latest initiatives, visit: www.berjayasompo.com.my/news.

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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