

Meet Sompony, Your Adorable Insurance Guide

KUALA LUMPUR, 13 September 2018 □ Berjaya Sompo Insurance Berhad ('Berjaya Sompo'), a renowned general insurance provider in Malaysia introduces its adorable mascot: Sompony! Sompony is a hero, helper and trustworthy companion that Malaysians can count on to guide them as they navigate through Berjaya Sompo's products and services.

Sompony is the brainchild of Berjaya Sompo's parent company, Sompo Holdings (Asia) Pte. Ltd. ('SOMPO') and is used across its markets in Malaysia, Indonesia, Thailand and Singapore. It was created to reshape how the brand connects with consumers regionally in a more human, light-hearted and relatable manner. Represented as a pony, Sompony is not only adorable, but it holds the potential to become a strong, trustworthy, sturdy, and loyal horse that is a great companion and helper to its human friends.

More than just a mascot, Sompony adds value to Sompo with successful character building. It helps internal stakeholders and agents in their storytelling efforts as they educate customers and explain about the unique products and services that Sompo offers.

"We know that in today's digital-first world, consumers are now expecting and consuming information faster than ever and we need to constantly innovate to stay ahead. Understanding the consumer mindset, we have taken major strides in helping our team learn, download, and share information. Moving towards the brand's initiative in innovative information sharing, Sompo will be launching Sompony.com regionally in the near future," said Mr. Tan Sek Kee, Chief Executive Officer (CEO) of Berjaya Sompo.

Sompony.com is a digital platform where all Sompo internal stakeholders can learn and be updated on the latest information about Sompony and applications for customer engagements. It will also serve the purpose of experiencing Sompony, forming an appreciation for the mascot, and sharing experiences regionally.

On the local front Berjaya Sompo, has a number of initiatives in the pipeline that will complement Sompony on its journey to relate to Malaysians nationwide. This includes a limited-edition Manga comic series, created by Japanese artists which will serve as a kick-start to many more series to educate customers about Berjaya Sompo and its range of insurance solutions. As a natural progression to the manga, the team will also be looking into creating a more robust Sompony world by introducing new adorable characters which will complement Sompony and enrich the story-telling efforts.

In addition, Berjaya Sompo will be developing a Sompony custom emoji keyboard for mobile phones and tablets that can be downloaded for iOS and Android systems. This keyboard enables communications in a more fun and engaging manner by delivering Sompo's brand essence even more through something as simple as a device keyboard. In celebration of Malaysia's many cultures and festivities, Berjaya Sompo also has plans to localise its adorable mascot, Sompony based on festive and cultural wear.

Added Mr. Tan, "We are very proud of Sompony and what it represents - both to our employees internally and how we want to be portrayed as a brand externally. We believe that with these plans in place, along with a robust product pipeline, Berjaya Sompo will achieve its goal of becoming the top 5 general insurer in Malaysia, insuring the security and wellbeing of all Malaysians."

With a strong brand presence in the general insurance industry in Malaysia, Berjaya Sompo strives to provide the best insurance solutions and services to its over 1 million customers nationwide. In line with its mission, Berjaya Sompo constantly innovates and develops ways to maintain its leading position in the market. Towards the end of this month, Berjaya Sompo will also be launching the new motor insurance, which is a comprehensive motor insurance plan that will vastly benefit private car owners.

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 over 2,000 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.

About Sompo Holdings (Asia) Pte. Ltd.

Sompo Holdings (Asia) Pte. Ltd. (“SOMPO”), is the holding company for its South Asian entities and is part of Sompo Japan Nipponkoa Insurance Inc, which is a member of the SOMPO Holdings Group. SOMPO business is spread over 10 countries including Malaysia, Singapore, Indonesia and Thailand with over 3,500 employees across the region. SOMPO is one of the fastest growing insurance companies in South Asia with a vision of becoming a key player by 2020 in every market it operates. SOMPO Holdings group management philosophy is “We will at all times carefully consider the interests of our customers when making decisions that shape our business. We will strive to contribute to the security, health, and wellbeing of our customers and society as a whole by providing insurance and related services of the highest quality possible” .

SOMPO Holdings is listed and headquartered in Japan and aims to be the best customer service provider both at home and abroad. It engages in the provision of insurance services, operating through Domestic Property and Casualty Insurance, Domestic Life Insurance, Overseas Insurance as well as other services including pensions, asset management and healthcare businesses. As the core company of the SOMPO Holdings Group, Sompo Japan Nipponkoa has established a network spanning 218 cities in 30 countries (As of March 31, 2018) including Europe, the Middle East, North America, Central and South America, Asia, Oceania and Africa. In addition to aiming to be a property and casualty insurance company that is most appreciated by the customers and leads the industry not only in scale but also service quality, Sompo Japan Nipponkoa is also driving the creation of a “theme park for the security, health, and wellbeing of customers” aimed by the group. For more information, go to www.sjnk.co.jp/english.

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