



PRESS RELEASE

For Immediate Release

1 August 2017

ETIQA APPOINTS NEW CHIEF STRATEGY OFFICER

Kuala Lumpur - Etiqa today announced the appointment of Chris Eng Poh Yoon as the new Chief Strategy Officer, effective 1 August 2017.

Chris reports directly to the Chief Executive Officer of Maybank Ageas Holding Berhad, Kamaludin Ahmad, and is responsible for the development and execution of strategic initiatives to support Etiqa's long-term growth.

“Over the past couple of years Etiqa has been laying out a core strategy and executing against that strategy that has led to growth of the core business. That said, the rate of change in the market is accelerating. To grow our leadership position, we are dedicating significant resources and forming a core group of highly experienced individuals to explore new areas of opportunity. Chris’s extensive experience in managing and monitoring all research activities within Etiqa and knowledge of our industry makes him the right person to head up this team, which will be focused on exploring new avenues for innovation, and differentiation,” Kamaludin commented.

“We are delighted to have such an ambitious and strategically minded person joining our leadership team and we know he will bring a fresh perspective to the boardroom, which is exactly what a growing business needs.”

Chris headed the Research/Products and Alternative Investments portfolio in Etiqa. He led the Equities and Fixed Income Research team which specializes in analyzing broad macro-economic trends which influence the investment market. He also managed the Products & Alternative Investments’ team which supports existing investment-linked products in Etiqa, and sources for Alternative Investment opportunities for insurance funds.

Chris had more than 20 years of experience in the financial services and consulting industry. He joined Etiqa from OSK Investment Bank, where he served as Senior Analyst. Prior to that, he had previously worked as a sell-side research analyst, an engineer and a management consultant around the region.

He earned a Bachelor of Engineering, Electronic and Electrical from University of Leeds. He is a Chevening Scholar with a Master of Philosophy in Engineering from University of Cambridge, and had won numerous awards for equity research.

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About Etiqa

Etiqa made its debut on 15 November 2007 and is the single master brand for all Insurance and Takaful businesses under Maybank. The brand essence of Etiqa is humanizing Insurance and Takaful, where we



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want to make things simpler for our customers. This is further supported by four brand attributes namely performance with conscience, crystal clear, hand-in-hand and rock solid.

Today, Etiqa is a true multi-channel distributor of Insurance and Takaful products via its 10,000 agency force, 24 Insurance and Takaful branches, more than 360 Maybank branches, ATMs and other third-party banks, providing full accessibility and total convenience to customers, unmatched by any other.

Media contacts:

Ashley Khoo, Communications

T: 603 2785 5142

M: 017 606 1026

E: ashley.khoo@etiqa.com.my

Azita Azlan, Communications

T: 603 2785 5132

M: 012 289 0776

E: azita.a@etiqa.com.my