



PRESS RELEASE

FOR IMMEDIATE RELEASE

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ETIQA LAUNCHES ENHANCED AUTO ASSIST PROGRAMME

Improves customer experience by offering more value beyond just better price

Kuala Lumpur - When it comes to choosing a motor insurance plan, there many factors to take into consideration. With the recent liberalization of motor insurance, prices will certainly have a direct influence on consumers' purchasing decisions. However, there are other equally important factors such as after-sales service, speed of claims processing, and customer support to be taken into consideration as well.

Etiqa introduced the Enhanced Etiqa Auto Assist programme today, in an effort to provide seamless motor services to its customers. The programme offers free towing services of up to 200km to the nearest Etiqa panel workshop within Malaysia, Singapore, Thailand, and Brunei. Unlimited mileage is also available for those who want 100% of their towing bill paid for. The programme features unlimited number of towing services and callouts per year, and provides alternative travel assistance including arrangement of taxi, hotel reservation, or car rental in the event of a car breakdown or accident.

Kamaludin Ahmad, Chief Executive Officer of Maybank Ageas Holdings Berhad, the parent company of Etiqa Insurance Berhad, Etiqa Takaful Berhad, and Etiqa Insurance Pte Ltd in Singapore, said that motorists commonly feel at loss of what to do when an accident happens and such an experience could be daunting for many. "We have over 1.3 million motor customers in Malaysia who hold 1.5 million motor insurance policies and takaful certificates. We want to eradicate their worries and be with them every step of the way, with the launch of this value-added programme."

The enhanced programme offers an easier way to reach Etiqa using the new Auto Assist mobile application, which is available on both iOS and Android. The new app enables its customers to receive immediate support by connecting with its 24/7 call centre to request for emergency roadside services.

Without having to make calls or wait in queue for service, the app will detect the customer's GPS coordinates and transmit it to the nearest available service provider which will then expedite the auto assist service to the location. Upon submission of accident request and details, a notification will be forwarded immediately to the Etiqa Claims Care team which helps accelerate the claim process should the customer decide to make one.

Kamaludin added that another important consideration to make when renewing or purchasing a motor insurance is that the insurance company will be there to assist during claims settlement. Etiqa is one of the leading motor insurers that has a dedicated team who attend to the Claims Care hotline and Whatsapp line to ensure that customers receive a seamless claims experience in times of need. Both communication channels operate are operated by trained personnel in managing claims.

"Our award winning claims team is committed to ensuring that your claims are settled fast. With 453 panel workshops of which 33 are premier graded and more than 300 panel windscreen specialists located nationwide, we are committed to providing approval within 30 minutes for a certain limit of repair claims



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upon receipt of repair estimate. Above all else, Etiqa provides a one-year warranty, or 6,000km against defects on parts and repair works under its panel repairers.”

“Apart from offering our customers with innovative protection plans and better pricing model with premiums that reflect their risk profiles, automatized back-end processes and customized customer experiences are Etiqa’s key differentiators in the detariffed market,” Kamaludin concluded.

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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 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.

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