



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

26 April, 2018

### ETIQA LAUNCHES THE FAST VS. EASY ELECTION WITH DATO' ZAINAL ABIDIN & DATO' AFDLIN SHAUKI

**Kuala Lumpur** – Etiqa launched the “Fast vs Easy” campaign today, partnering legendary singer Dato’ Zainal Abidin to represent “Fast” for Etiqa & multi-talented icon Dato’ Afdlin Shauki to represent “Easy” for Etiqa. This campaign is aimed at spreading the message to the underinsured, who contribute almost half of the Malaysian population, that the experience with Etiqa is Fast & Easy during purchase, claims submission & claims disbursement.

The launch was attended by Dato’ Majid bin Mohamad, Chairman of Etiqa Group Takaful, Kamaludin Ahmad, CEO of Etiqa Group Insurance and Takaful, members of Etiqa’s Senior Management Committee, Dato’ Zainal Abidin and Dato’ Afdlin Shauki.

In his opening speech, Kamaludin Ahmad, CEO of Etiqa Group Insurance and Takaful said that as a national insurance & takaful company, it is Etiqa’s responsibility to share with all Malaysians that unexpected events do happen and it’s important to have protection. Without protection, your loved ones will not only struggle emotionally, but be burdened financially as well.

Kamaludin added “Who better to help spread this important message than people like Dato’ Zainal Abidin and Dato’ Afdlin Shauki. They are extremely well-known public figures who also share the same belief as Etiqa, which is to build a better Malaysia for all Malaysians. And we do this by creating a Fast & Easy experience, whether it is to purchase, submit claims or receive payouts. Fast & Easy is not just a tagline, it’s our organizational culture and brand promise. It also gives me great pleasure to share that we are externally recognized for delivering on our brand promise. Just to name a few, we have been awarded “Best Takaful Operator for Bancassurance” and “Best Takaful Operator for General business”, by the Malaysian Takaful Association. We were also the “iBanding Winner of Motor Insurance Award 2017/2018” and “iBanding Winner of Motor Takaful Award 2017/2018”. And most recently, we were awarded “The Fastest Claims Payment 2017” by Perodua, beating out 13 of our competitors in the process.

Speaking at the event, both Dato’ Zainal Abidin and Dato’ Afdlin Shauki shared that Etiqa’s vision to be Fast & Easy for consumers really resonated with them. While they have turned down the offer to become ambassadors for other brands on numerous occasions, collaborating with Etiqa was a no-brainer.

“Our personal humanitarian goals are perfectly aligned to that of Etiqa. And what a great idea for an Etiqa election, allowing us to battle each other to determine the winner between Fast or Easy. Look out for many interesting Fast vs. Easy ads on Youtube, Facebook & [www.Etiqa.com.my/FastandEasy](http://www.Etiqa.com.my/FastandEasy)”

-END-



## PRESS RELEASE

### About Etiqua

Today, Etiqua is a true multi-channel distributor of Insurance and Takaful products via its 10,000 agency force, 24 Insurance and Takaful branches, more than 350 Maybank branches, ATMs and other third-party banks, providing full accessibility and total convenience to customers in Malaysia. Regionally, we have expanded our wings and set up base in Singapore, the Philippines and also Indonesia.

### Media contacts:

Azita Azlan, Communications  
T: 603 2785 5132  
E: [azita.a@etiqua.com.my](mailto:azita.a@etiqua.com.my)