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Axiata Digital Capital and Great Eastern ink regional strategic partnership to offer innovative insurtech solutions in Malaysia and Indonesia

Companies will collaborate to provide affordable and comprehensive insurance products in the two markets for consumers, micro entrepreneurs and small and medium-sized enterprises (SMEs).

KUALA LUMPUR, 12 December 2019 – Axiata Digital Capital, a fintech service provider operating under the brand name Aspirasi, and Great Eastern, have signed a strategic partnership to provide affordable and customized insurance and takaful products for consumers, micro-entrepreneurs and SMEs. Fully digital, this will be offered on Aspirasi and its partner platforms.

The comprehensive range of insurance and takaful products are designed to meet the different needs of the customers' nowadays lifestyle, including but not limited to, life insurance and takaful, health insurance, home insurance, personal accident insurance, with premiums or contributions starting from MYR1.50 and IDR5,000.

This marks the first insurtech alliance between a digital financial services platform and an insurance and takaful provider to provide a seamless

UNTUK SEGERA DITERBITKAN

Axiata Digital Capital dan Great Eastern menandatangani perjanjian kerjasama strategis untuk menawarkan solusi insurtech yang inovatif di Malaysia dan Indonesia

Kedua perusahaan akan berkolaborasi untuk menyediakan produk asuransi di yang lengkap dan terjangkau untuk masyarakat luas, khususnya pengusaha kecil dan UMKM di Malaysia dan Indonesia.

KUALA LUMPUR, 12 Desember 2019 – Axiata Digital Capital, penyedia layanan fintech yang beroperasi dengan merek dagang Aspirasi, dan Great Eastern menandatangani perjanjian kerjasama strategis untuk menyediakan perlindungan asuransi konvensional dan syariah yang terjangkau dan dapat disesuaikan dengan kebutuhan masyarakat luas, khususnya pengusaha kecil dan UMKM. Produk ini akan ditawarkan sepenuhnya secara digital di dalam Aspirasi dan platform mitranya.

Rangkaian produk asuransi konvensional dan syariah yang komprehensif dirancang untuk memenuhi berbagai kebutuhan gaya hidup masyarakat modern, termasuk tetapi tidak terbatas pada, asuransi jiwa dan syariah, asuransi kesehatan, asuransi rumah, asuransi kecelakaan diri, dengan premi atau kontribusi mulai dari MYR1.50 dan Rp5.000.

Kerjasama ini menandai aliansi pertama yang dilakukan oleh *insurtech* dengan platform layanan keuangan digital dan asuransi dengan pengalaman pembelian

experience of convenience in immediate online purchase to help bridge the protection gap in Malaysia and Indonesia. Through this partnership, Malaysians and Indonesians can access a wide range of insurance and takaful products that are simple and bite-sized to suit specific needs.

The insurance and takaful products are underwritten by Great Eastern Life Assurance (Malaysia) Berhad, Great Eastern General Insurance (Malaysia) Berhad and Great Eastern Takaful Berhad respectively in Malaysia, and by PT Great Eastern Life Indonesia and PT Great Eastern General Insurance Indonesia in Indonesia.

By leveraging on big data, artificial intelligence and behavioural economics, powered by the Aspirasi digital platform and the expertise of insurance solutions by Great Eastern, Axiata Digital Capital and Great Eastern are committed to putting customers at the center of fulfilling a variety of needs in one integrated experience.

*“As part of our ongoing journey to narrow the financial inclusion gap in Malaysia and Indonesia, bite-sized insurance remains an important financial service that we offer in the market today through the Aspirasi platform. This is why we are pleased to partner with Great Eastern to embrace innovation and improve the lives of customers.” said **Mohd. Khairil Abdullah, Chief Executive Officer of Axiata Digital.***

“We are excited to work with Great Eastern, a leading insurer that continuously sets new standards in the

asuransi secara online yang mudah dan nyaman bagi seluruh masyarakat. Hal ini juga dilakukan untuk membantu menjembatani kesenjangan perlindungan di Malaysia dan Indonesia. Melalui kemitraan ini, masyarakat di Malaysia dan Indonesia dapat mengakses berbagai produk asuransi yang simpel dan sesuai dengan kebutuhannya.

Untuk produk asuransi akan disediakan oleh Great Eastern Life Assurance (Malaysia) Berhad, Great Eastern General Insurance (Malaysia) Berhad dan Great Eastern Takaful Berhad di Malaysia, dan oleh PT Great Eastern Life Indonesia dan PT Great Eastern General Insurance Indonesia di Indonesia .

Dengan memanfaatkan *big data*, kecerdasan buatan dan ekonomi perilaku, serta didukung oleh platform digital Aspirasi dan solusi asuransi yang terpercaya dari Great Eastern, Axiata Digital Capital dan Great Eastern berkomitmen untuk mengutamakan kenyamanan masyarakat sekaligus memenuhi berbagai kebutuhan mereka dalam satu pengalaman yang terintegrasi.

“Sebagai bagian dari rencana berkelanjutan kami untuk meningkatkan inklusi keuangan di Malaysia dan Indonesia, asuransi yang terjangkau oleh masyarakat merupakan produk finansial yang penting untuk ditawarkan di pasar saat ini melalui platform Aspirasi. Hal inilah yang menjadi dasar kemitraan kami dengan Great Eastern yang selalu berinovasi dan meningkatkan kualitas hidup para nasabahnya,” ungkap **Mohd. Khairil Abdullah, Chief Executive Officer dari Axiata Digital.**

“Kami sangat bersemangat untuk dapat bekerjasama dengan Great Eastern, perusahaan asuransi terkemuka yang

*industry. At Aspirasi, we are focused on technology and data that not only enables business innovation at an unprecedented level and scale but gives us invaluable insight into the different needs of our broad range of consumers. Through this collaboration, we then match the bite-size products with specific needs of the customer for an unparalleled digital experience,” said **Sheyantha Abeykoon, Executive Director of Aspirasi and Chief Financial Officer of Axiata Digital.***

Aspirasi is committed to assisting micro-enterprises and SMEs achieve their business goals through a range of micro-finance and bite-sized insurance solutions. Having also disbursed RM50 million worth of micro-loans funds to 9,000 merchants to date, Aspirasi aims to be a trusted and preferred digital financial partner for the underserved community.

Great Eastern Group Chief Executive Officer, Khor Hock Seng said, “We are pleased to partner with Axiata Digital Capital and provide their customers with seamless access to affordable insurance and takaful solutions customized for their lifestyle. This partnership allows us to reach out to the wider base of consumers who go online to purchase and manage their insurance and takaful needs. Great Eastern’s strong expertise in designing relevant products, coupled with the convenience of digital platforms, will provide a unique value proposition to these customers”.

terus menetapkan standar baru di industri ini. Di Aspirasi, kami fokus pada penggunaan teknologi dan data yang tidak hanya memungkinkan inovasi bisnis pada tingkat dan skala yang belum pernah terjadi sebelumnya, tetapi juga memberi kami wawasan yang tak ternilai tentang berbagai kebutuhan pelanggan kami yang luas. Melalui kolaborasi ini, kami menyesuaikan produk dengan kebutuhan pelanggan melalui pengalaman digital yang tak tertandingi,” tutur **Sheyantha Abeykoon, Executive Director Aspirasi dan Chief Financial Officer Axiata Digital.**

Aspirasi berkomitmen untuk membantu pengusaha kecil dan UMKM mencapai tujuan bisnis mereka melalui rangkaian produk asuransi dan keuangan mikro. Saat ini Aspirasi telah menyalurkan dana pinjaman mikro senilai RM50 juta kepada 9.000 pedagang, Aspirasi memiliki tujuan untuk menjadi mitra keuangan digital yang terpercaya bagi komunitas masyarakat yang belum terjangkau oleh sebagian besar layanan keuangan.

Chief Executive Officer Great Eastern Group, Khor Hock Seng mengungkapkan, “Kami senang dapat bermitra dengan Axiata Digital Capital dan memberikan pelanggan mereka akses kepada perlindungan asuransi yang terjangkau dan sesuai dengan kebutuhan hidup mereka. Kemitraan ini memungkinkan kami menjangkau nasabah lebih luas melalui platform online untuk membeli dan mengelola asuransi sesuai dengan kebutuhan mereka. Pengalaman dan keahlian Great Eastern yang terpercaya dalam merancang produk perlindungan yang relevan, ditambah dengan kenyamanan platform digital, akan memberikan nilai jual yang unik bagi calon nasabah”.

This partnership also allows Great Eastern to continue its on-going focus on digital innovation to meet the protection needs of the digitally driven and discerning customer base, complementing their hassle-free cashless lifestyle every day.

Kemitraan ini juga memungkinkan Great Eastern untuk melanjutkan fokusnya pada inovasi digital untuk memenuhi kebutuhan perlindungan nasabah melalui platform digital, serta melengkapi gaya hidup masyarakat yang telah beralih kepada metode *cashless* dalam kehidupan sehari-hari.



From left: Mohd. Khairil Abdullah, CEO of Axiata Digital Capital, Tan Sri Jamaludin Ibrahim, Group CEO of Axiata Group Berhad, Mr Khor Hock Seng, Group CEO of Great Eastern Holdings Limited, Sheyantha Abeykoon, Executive Director of Aspirasi and CFO of Axiata Digital, Ryan Cheong, MD, Digital for Business of Great Eastern Holdings Limited, and Dato Koh Yaw Hui, CEO of Great Eastern Life Assurance (Malaysia) Berhad at the signing ceremony.

Dari kiri ke kanan: Mohd. Khairil Abdullah, CEO of Axiata Digital Capital, Tan Sri Jamaludin Ibrahim, Group CEO of Axiata Group Berhad, Mr Khor Hock Seng, Group CEO of Great Eastern Holdings Limited, Sheyantha Abeykoon, Executive Director of Aspirasi and CFO of Axiata Digital, Ryan Cheong, MD, Digital for Business of Great Eastern Holdings Limited, and Dato Koh Yaw Hui, CEO of Great Eastern Life Assurance (Malaysia) Berhad dalam acara penandatanganan kerjasama.



From left: Mr Ankur Jakhwal, Director of Business Development and Operations, Aspirasi; Mr. Manzur Rahman, Director of Marketing, Customer Experience and Innovation, Aspirasi; Mr. Khairil Abdullah, CEO, Axiata Digital; Mr. Sheyantha Abeykoon, Executive Director of Aspirasi and CFO of Axiata Digital; Tan Sri Jamaludin Ibrahim, President & Group CEO, Axiata Group Berhad; Mr Khor Hock Seng, Group CEO of Great Eastern Holdings Limited; Ryan Cheong, MD, Digital for Business of Great Eastern Holdings Limited; Dato Koh Yaw Hui, CEO of Great Eastern Life Assurance (Malaysia) Berhad; Mr. Ng Kok Kheng, CEO of Great Eastern General Insurance (Malaysia) Berhad; Mr. Shahrul Azlan Shahrman, CEO of Great Eastern Takaful Berhad

Dari kiri ke kanan: Mr Ankur Jakhwal, Director of Business Development and Operations, Aspirasi; Mr. Manzur Rahman, Director of Marketing, Customer Experience and Innovation, Aspirasi; Mr. Khairil Abdullah, CEO, Axiata Digital; Mr. Sheyantha Abeykoon, Executive Director of Aspirasi and CFO of Axiata Digital; Tan Sri Jamaludin Ibrahim, President & Group CEO, Axiata Group Berhad; Mr Khor Hock Seng, Group CEO of Great Eastern Holdings Limited; Ryan Cheong, MD, Digital for Business of Great Eastern Holdings Limited; Dato Koh Yaw Hui, CEO of Great Eastern Life Assurance (Malaysia) Berhad; Mr. Ng Kok Kheng, CEO of Great Eastern General Insurance (Malaysia) Berhad; Mr. Shahrul Azlan Shahrman, CEO of Great Eastern Takaful Berhad

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