



TOKIO MARINE
INSURANCE GROUP

TOKIO MARINE LIFE INSURANCE WINS BRAND EXCELLENCE AWARD FOR LIFE INSURANCE

Kuala Lumpur, February 12, 2015 - Tokio Marine Life Insurance Malaysia Bhd has won the Brand Laureate Award 2014-2015 in the Corporate Branding category for Best Brands in Life Insurance. The award recognises corporations which have built a successful brand and strong brand identity.

The Brand Laureate Awards recognises excellence amongst the best of brands in Malaysia and the world; and is awarded to deserving brands from multinationals, public-listed and government-linked companies that have shown best practices in branding and met the stringent selection criteria.

“It is a great honour to receive the Brand Laureate Award as it is a testimony of Tokio Marine brand’s success; an endorsement of being with the best in the life insurance industry and acknowledgement of our brand’s value, strength and character,” said Mr. Toi See Jong, Chief Executive Officer of Tokio Marine Life Insurance Malaysia Bhd, when receiving the prestigious award at a glittering ceremony in Majestic Hotel Kuala Lumpur.

The win adds a feather in its cap for the Tokio Marine Group, where it received the 2014 Green Power Leadership Award from the United States Environmental Protection Agency (EPA) and won the Environment Minister’s Award in Japan for Global Warming Prevention Activity in 2013.

“Tokio Marine brand is synonymous with being a societal partner to our customers for the past 130 years, where our heritage has taught us the importance of insurance for societal and economic progress. To our customers, winning this award gives them the confidence that we are a trusted brand. From back office, management to our sales agents, Tokio Marine offers a seamless customer experience that delivers on our promise every time,” he added.



TOKIO MARINE
INSURANCE GROUP

About Tokio Marine Life Insurance Malaysia Bhd.

Tokio Marine Life Insurance Malaysia Bhd has over 65 years of presence in Malaysia and is financially strong with total assets of RM 6.67 billion* as well as RM 6.5 billion* life insurance funds. Today, Tokio Marine Life is a member of Tokio Marine Group in Japan with more than 17,000 employees, 46,000 agents and operates in 456 cities over 37 countries worldwide. The core company of Tokio Marine Group, Tokio Marine & Nichido Fire is financially strong with asset worth more than RM 266 billion** and has a credit rating⁺ of AA- by Standard & Poor's, Aa3 by Moody's and A++ by A.M. Best.

* As of 30 June 2014

** As of 31 March 2014 based on the exchange rate from Bank Negara Malaysia.

⁺ As of 11 June 2014

Issued by Corporate Communications, Tokio Marine Life Insurance Bhd.
For more information, please call Wilson Tang at 03-2059 6021.



Chief Agency Officer Mr. Liew Kim Wah (L), CEO Mr. Toi See Jong and Deputy CEO Yoshiaki Okabe posing with the 24K gold plated trophy and award plaque.



CEO Mr. Toi (third left) with the award, next to Dr. KK Johan (second left), president of the BrandLaureat