

News Release
For Immediate Release

Tokio Marine Life Malaysia tops category for BestBrands in Insurance Solutions

Singapore, 1 November 2019: The BrandLaureate World BestBrands Awards 2019 was held on the 31st of October 2019 at the Shangri-La Hotel, Singapore. Tokio Marine Life Insurance Malaysia Bhd. (TMLM) was the proud winner for the award category of BestBrands in Insurance Solutions.

The award acknowledges TMLM's ability to keep abreast with the ever-evolving nature of technology and digital growth, in improving operations and providing efficiency in customer experience. This award is also a testimony to TMLM's contribution to the industry, community and development of the industry.



Noriko Kojima (centre), Senior Manager of Corporate Planning, Tokio Marine Asia Pte. Ltd. receives award on behalf of Tokio Marine Life Insurance Malaysia Bhd.



Mr. Toi See Jong, Chief Executive Officer of Tokio Marine Life Insurance Malaysia Bhd. expressed a few words on the award; “It is an honour to receive this prestigious award, which is a testament of our efforts to provide a seamless customer journey through digital innovation. Alongside the industry, we have grown with the transformation of technology. This award is a timely reminder for us to continuously improve how we serve our customers, and to provide support to our agents with this progression.”

Tokio Marine has been a common brand to its customers for the past 140 years, with a reputation of delivering its commitments by practicing “Hokenbito”, which is part of the “Good Company” culture adapted at a group level. “Hoken” means insurance, “Bito” means professional person. “Hokenbito” refers to a person engaged in the insurance business with high professionalism and with clear intention and effort to take good care of their customers.

Dr. KKJohan, World President of The BrandLaureate, said, “Tokio Marine Life Insurance Malaysia Bhd., as a brand champion, have a brand voice that stands out loud and distinct, one that carries Tokio Marine brand story well, attracts and connects with consumers in Malaysia. This award is a testament of TMLM’s brand success and great source of inspiration to the management and staff for their untiring efforts in building the brand.”

TMLM pioneered the life insurance industry with its first online facility to check Unclaimed Life Insurance Policies. TMLM’s customers were one of the first to experience online transactions using e-Submission, e-Payment, e-Claims and e-Policy via mobile and desktop. On top of creating better customer experiences, TMLM continues to assist in improving the productivity of its agency members through innovation. T-Marine Pro, a business application was developed to ensure faster and easier sales submission by agents.



TMLM was the winner of The BrandLaureate Award 2014 - 2015 in Corporate Branding category for Best Brands in Life Insurance, The BrandLaureate Signature Award 2015 - 2016 for Brand Excellence in Life Insurance, and The BrandLaureate Industry Champion Brand ICON Awards 2018 - Insurance Solutions Award. The BrandLaureate World BestBrands Awards is an annual award organised by the World Brands Foundation (TWBF), the world's branding foundation to recognize brand excellence at an international level.

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About Tokio Marine Life Insurance Malaysia Bhd

Tokio Marine Life Insurance Malaysia Bhd ("Tokio Marine Life") has 70 years of presence in Malaysia and is financially strong with total assets of RM8.64 billion**. Today, Tokio Marine Life is a member of Tokio Marine Group in Japan with more than 38,000 employees, 46,000 agents and operates in 483 cities in 38 countries worldwide. The core company of Tokio Marine Group, Tokio Marine & Nichido Fire is financially strong with asset worth more than USD208.5 billion and has a credit rating⁺ of A+ by Standard & Poor's, Aa3 by Moody's and A++ (Stable) by A.M. Best.

*Terms and conditions apply

**As of 31 March 2019

⁺As of 15 May 2019

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