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PRESS RELEASE

## GENERALI VIETNAM ANNOUNCES BANCASSURANCE PARTNERSHIP WITH CIMB

HCMC, 22/01/2019 – Generali Vietnam Life Insurance LLC (“Generali Vietnam”) - a wholly owned company of the European leader in insurance Generali Group – and CIMB Bank (“CIMB”), one of the most dynamic and largest banks in terms of total assets in ASEAN, today announced a five-year partnership that will enhance the service experience for customers who need financial insurance solutions.

Under the terms of the agreement, Generali Vietnam will distribute its leading products, such as Vita-Song Tu Tin and Vita-La Chan Vang through CIMB’s distribution network. Both Generali Vietnam and CIMB share the strategic initiatives of customer centricity and utilizing digital technology to better serve their clients.

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The partnership will help to support the diversification and development of Generali Vietnam’s distribution network. CIMB will benefit from an enhanced competitive advantage as further penetrates the Vietnam market.

Ms. Tina Nguyen, CEO of Generali Vietnam comments, “We are excited about our partnership with CIMB which also represents a positive start to the new year. This collaboration will help to deliver a smarter and faster service our clients, enhancing our focus on customer-centricity. Building our bancassurance channel by strengthening our relationships with our current partners and acquiring new ones will contribute positively to Generali Vietnam’s growth in 2019.”

Mr. Thomson Fam Siew Kat, CEO of CIMB Bank Vietnam remarks, “The partnership with Generali Vietnam is an important part of our development, which aims to serve our customers better by diversifying our product portfolio based on our digital platform. With this partnership, CIMB takes the next step in providing customers with more comprehensive and outstanding financial solutions. In the near future, CIMB Vietnam will continue to work with Generali Vietnam to put more digital products on our distribution network.”

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### GENERALI GROUP

Generali is an independent, Italian insurance and asset management group, with a strong international presence. Established in 1831, it is among the world’s leading insurers and is present in over 50 countries with total premium income exceeding € 68 billion in 2017. With nearly 71,000 employees in the world and 57 million customers, the Group is a major player in Western Europe and has an increasingly significant presence in Central and Eastern Europe as well as in Asia.

### GENERALI VIETNAM

Being a member of Generali Group, Generali Vietnam currently has a nationwide network of over 60 GenCasa (agency offices) and customer service centers, serving approximately 200,000 clients after more than seven years of operations. In recent years, Generali Vietnam has been one of the fastest growing companies within Generali Group and in Vietnam.



Generali Vietnam commits to bringing world-class quality insurance through innovative product offerings, wide distribution network and revolutionary customer experience. Generali takes pride in our strong focus on customer experience and has been rewarded 2017 Best Customer Service award by International Finance Magazine, 2017 Excellent Brand award by Vietnam Enterprise Development Science Union and 2017 Golden Dragon Award by Vietnam Economics Times.

### **CIMB GROUP**

CIMB Group is a leading ASEAN universal bank, presents in 15 countries with around 37,000 employees serving over 13.5 million customers. Headquartered in Kuala Lumpur, CIMB is one of Asian largest investment banks. Outside of ASEAN, CIMB is also present in China & Hong Kong, India, Sri Lanka, South Korea, the USA and the UK.

CIMB is ranked among the top banks in ASEAN, receiving many prestigious awards such as Best Bank in Malaysia by FinanceAsia Country Awards 2016; Best Digital Bank of Malaysia by Asiamoney Awards 2017; Best Corporate and Investment Bank by Asiamoney Best Banks Awards Malaysia 2018.

### **CIMB VIETNAM**

Officially inaugurated in 2016, CIMB Bank (Vietnam) Limited is a Malaysian bank which is licensed to operate in Vietnam with 100% foreign capital. The bank offers a wide range of products and services for individuals, businesses and corporations. CIMB Vietnam is officially present in two key cities, with its Head Office and Sales Service Center in Hanoi, and its Branch and Digital Lounge in HCMC.

In Consumer banking, CIMB Bank Vietnam aims to develop its digital banking platform to enhance convenience for users. In 2018, CIMB has launched its digital banking app OCTO by CIMB.

In Corporate Banking, CIMB Vietnam can facilitate regional customers and Vietnam top-tier corporates by leveraging its extensive network throughout the region, in-depth knowledge of the market and structuring capability. With these advantages, CIMB is confident to support trade & investment flow between ASEAN and Vietnam and vice versa.