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# FULFILLING CUSTOMERS EXPECTATIONS THROUGH REINVENTION

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By Naj Frusciantе (naj.f@efy.com.my)

If you happen to come across a lot of cars on a daily basis, there is a high possibility that you will find a small orange sticker somewhere on the windscreen with the label 'Uni Asia Insurance'.

The insurance company that is prominent in general insurance, specifically in auto insurance, is undoubtedly familiar to many of us. But now it has turned a new leaf, or as they put it in the business term, rebranding.

This occurrence is due to the acquisition that happened recently. After four years of exploring



opportunities in Malaysia, Boston-based Liberty Insurance, which is a subsidiary of Liberty Mutual group, acquired the majority stake in Uni Asia General Insurance Berhad.

The Malaysian entity is the 30<sup>th</sup> country in the Group's current diversified global presence, which is spread across Asia, the Americas and Europe through the group's international and global specialty strategic business units.

*(pic)* David Tan, CEO of Liberty Insurance Berhad *(left)* and Luciano Suzuki, COO of Asia Pacific Region, Liberty International.

Liberty Insurance Berhad Malaysia CEO David Tan said that prior to agreeing to the acquisition, the company actually did a market research survey on how the rebranding will appeal to the Malaysian public.

Luciano Suzuki who is the COO for Asia Pacific Region seem to understand the market very well and said, "Malaysia has a vibrant and developing insurance industry and we are extremely excited to establish footprint in this fast growing and profitable market. Together with Liberty Insurance, we look forward to our continued success in Southeast Asia's second largest insurance market."

Suzuki mentioned during a press conference that there were key challenges the company had to deal with in adapting the brand into the current playing field. He said that even though the local market is already exposed to a lot of foreign firms, it will still see a steady growth.

Suzuki said Liberty Insurance believes in local expertise to help customers and with that, he hopes that auto insurance, which makes up 75% of the company's earnings, will still be the main contributor.

Liberty Insurance reaches Malaysians through its distribution network of 5 regional offices, 25 branches, 10 mini branches and Puspakom, Pos Malaysia outlets, 4 franchise holders, 119 franchise dealers and 1800 agents. It is a MYEG insurance partner and a Bancassurance partner of United Overseas Bank and Bank Simpanan Nasional. The network is supported by the team at its Kuala Lumpur headquarters

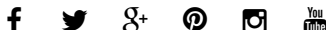
at its Kuala Lumpur headquarters.

Liberty insurance products and services range covers personal and commercial automobile, homeowners, accident and health, general liability, property, surety, compensation, travel and specialty lines.

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