



Beyond Insurance Yearbook 2024

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Introduction

Persatuan Insurans Am Malaysia (PIAM) traces its origins to the establishment of various insurance and tariff associations formed in 1885, which served as the collective voice of the insurance industry in Malaya and Singapore, particularly following Malaya's independence in 1957.

In June 1961, the Insurance Association of the Federation of Malaya was formed to uphold tariff insurance regulations and promote sound insurance practices.

For the first time, an association was established in Kuala Lumpur to safeguard the interests of the country's general insurance industry.

Subsequently, PIAM was officially established in May 1979 as a statutory trade association recognised by the Government of Malaysia, representing all registered general insurance businesses.

Today, PIAM comprises 23 member companies, including both direct general insurance and reinsurance companies operating across Malaysia.





To be the trusted voice of the insurance industry, delivering innovative, reliable, and customer-centric insurance solutions that ensure financial security and peace of mind for all.



Insurance Industry

Advocating for a **resilient**, **sustainable**, **and efficient** insurance industry through research, innovative solutions, and the adoption of best practices.

Consumer

Enhancing consumer protection and awareness through education, proactive engagement, and the promotion of industryleading best practices.



Core Values



Integrity

Operating with honesty, transparency, and ethical behaviour in all business dealings.



Collaboration

Fostering a team-oriented environment where collaboration and mutual respect are valued.



Innovation

Constantly striving for improvement and remaining open to new ideas and approaches.



Diversity & Inclusion

Embracing diversity in all its forms and creating an inclusive environment where everyone feels valued and respected.



Excellence

A commitment to high standards and continuous improvement in all aspects of the business.



Taking responsibility for one's actions and decisions.

Heritage

Our heritage began three decades ago with the establishment of the Insurance Association of the Federation of Malaya, aimed at maintaining tariff insurance legislation and promoting sound insurance practices.

1960s

1961

Incorporation of the Insurance Association of the Federation of Malaya.

1966

Incorporation of the General Insurance Association.

1970s

1975

Discussions initiated to form the Designated Risks Pool for risks related to taxis and hire vehicles.

1979

Approval granted for the transfer of assets and liabilities to PIAM.

Launch of the Unplaced Motor Pool, managed by PIAM and underwriters, to cover motor risks for which insurance was not readily available in the traditional market.

1980s

1983

The Insurance (Amendment) Act 1983 was passed by Parliament, enabling PIAM to take on a more active role.

Introduction of the official PIAM logo.



1984

PIAM Secretariat relocated to Wisma PIAM, Brickfields, Kuala Lumpur.



1985

Signing of the Inter-Company Agreement on enforcement of fire tariffs.

1989

Expansion of the Unplaced Motor Pool to Sabah and Sarawak.



1990s

1992

Launch of the High-Risk Motor Insurance Pool, an extension of the Unplaced Motor Pool (UMP), administered by the Malaysia Motor Insurance Pool (MMIP).

1996

Introduction of the PIAM Scholarship to promote careers in general insurance.



1998

Formation of the Malaysia Insurance Rating Organisation (MIROS).

Official book launch: "The Insurance Industry of Malaysia: A Study in Regulation and Development".



2000s

2001

PIAM refreshes its brand and launches its corporate website.

2003

Launch of "Insurance Info" by Tan Sri Dr Zeti Akhtar Aziz, former Governor of Bank Negara Malaysia.



2005

Launch of "Better Safe Than Sorry" by Dato' Mustafa bin Abdullah, former OCP, Polis Diraja Malaysia.



Introduction of the Online Agent Registration System (OARS).

2007

Establishment of the Vehicle Theft Reduction Council of Malaysia (VTREC).

2010s

2011

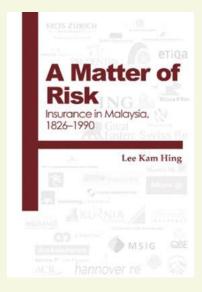
Amendment to PIAM's Constitution allowing all members eligibility for election to the Management Committee.

2012

Enactment of the Competition Act 2010.

2013

Launch of PIAM's second historical book: "A Matter of Risk".



Launch of the Accident Assist Call Centre for accident and breakdown assistance.

2014

Launch of the PIAM Approved Repairer Scheme (PARS) portal.

2010s

2015

PIAM refreshes its brand identity.

Launch of the GIIFT programme for talent development.



2017 Signing of an MoU with MIROS.

Industry-wide participation in developing insurance products for underserved segments under the Perlindungan Tenang initiative.



TITUT PUTRAJAYA



2018

Engagement with the Malaysian Government on e-hailing insurance.

2020s

2020

PIAM contributes RM2 million to the industry-wide COVID-19 Test Fund (CTF).



2021

Launch of the National Perlindungan Tenang Voucher (PTV) programme, aimed at boosting social protection for lower-income groups, with more than 1 million vouchers redeemed, totalling over RM55 million.

Establishment of the PIAM Flood Relief Fund @ Dec 2021, with RM2.43 million contributed by members to support affected vehicle owners.



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2022

Continuation of the PTV programme with higher-value voucher protection, benefitting over 8.1 million Malaysians.

Launch of the national road safety campaign: #SteadyBrader and #Safety Starts with S but Begins with U.

2023

Launch of a consumer education programme to assist customers in navigating their motor claims journey.



2024

Announcement of the PARS closure, with full cessation by 31 July 2025.



Objects and Powers



The objects for which the Association is established are to further the interests of the general insurance industry in Malaysia by any or all the following means:

- To promote growth and sustainability of the general insurance industry in Malaysia in co-operation and consultation with the Bank Negara Malaysia.
- 2 To represent the interests of members and methods consistent with the laws and Constitution of Malaysia.
- 3 To render to members where possible such advice or assistance as may be deemed necessary and expedient.
- 4 To take note of events, statements and expressions of opinions affecting members, to advise them thereon and to represent their interests by expression of views thereon their behalf as may be deemed necessary and expedient.
- 5 To work as far as possible in co-operation with other similar associations.
- **6** To circulate information likely to be of interest to members and to collect, collate and publish statistics and any other relevant information relating to general insurance.
- 7 To work in conjunction with any legal body or any chamber of committee or commission appointed or to be appointed for the consideration, framing, amendment or alteration of any law relating to insurance.

- 8 To organise and manage arrangements and matters of common interest, concern or benefit to members or any group of members and to collect and manage funds for the same.
- 9 To undertake, prosecute or defend and at the discretion of the Board of Directors to assist any member of the Association to undertake, prosecute and defend any proceedings, civil or criminal in any Court but not to pay any fine or penalty imposed by such Court against such Member, and to make or at the discretion of the Board of Directors assist any such member to make any representation to any Government or Government representative, public or private body, association, corporation, company, firm or individual.
- **10** To provide and maintain premises including the purchasing and holding of property for the purpose of the Association and for the use by its members.
- To co-operate with the relevant governmental and/ or statutory authority in the pursuit of the objectives of the Association and to accept any appointment or nomination by any relevant governmental and/or statutory authority for the carrying out and performance of such duties, powers and functions as may be given, assigned or entrusted in relation to matters concerning the general insurance/reinsurance industry.
- 12 To incorporate, register, establish and/or promote any company whether limited by shares, guarantee or otherwise in order to benefit its members or otherwise advance/promote the interests of its members.



The Association shall also do all such acts and conduct all such matters as deemed desirable in the interests of the Association generally and as are consistent with the objects and Constitution of the Association.

Chairman's Message

As Chairman of PIAM, it's my pleasure to share key updates on the general insurance industry and the Association's efforts in 2024. Firstly, I welcome on board Chua Kim Soon as the new CEO of PIAM. His extensive experience and leadership will help steer PIAM toward greater success and innovation, strengthening the industry's resilience.

2024 General Insurance Landscape

In 2024, the general insurance sector saw significant changes. A major development was the cessation of PIAM Approved Repairers Scheme (PARS), which had standardised vehicle repair processes since 1983. This change aligns with the introduction of the Malaysian Standard for Motor Vehicle Aftermarket Smash Repair Requirements (MS2724) and the Insurers and Takaful Operators – Repairers Code of Conduct, to enhance professionalism in motor repairs.

To address rising healthcare costs, Medical Health and Insurance Takaful (MHIT) products with copayment features were introduced, enabling insurers and policyholders to share medical expenses, lowering premiums, and providing more consumer control over healthcare choices. In response to rising medical claims, interim measures were introduced to stabilise health and medical insurance premiums, ensuring consumer protection and sustainability. The industry will continue to collaborate with the Government and key stakeholders to find long-term solutions to manage medical cost inflation.



Overall, the industry has shown resilience, with growth in gross written premiums across all major lines, driven by economic recovery and technological advancements.

Another significant milestone was the completion of the Consumer Education Programme, supporting the liberalisation of motor and fire tariffs, marking another step towards a liberalised market.

Overall, the industry has shown resilience, with growth in gross written premiums across all major lines, driven by economic recovery and technological advancements.

PIAM's Role in the Industry

The Association continues to provide leadership, foster collaboration, and advocate for policies that balance affordability and sustainability. We will work closely with our members and stakeholders to manage risks, promote digital transformation, and improve the customer experience.

The Road Ahead

Looking forward, we must continue to be the trusted voice of the insurance industry, delivering innovative, reliable, and customer centric insurance solutions that ensure financial security and peace of mind for all. With strengthened collaboration and innovation, we are confident the industry will continue to thrive and serve Malaysians for years to come. I thank our Board, management, members, and stakeholders for their ongoing support.

Thank you.

Ng Kok Kheng Chairman



Member Companies

PIAM represents 23 licensed general insurance and reinsurance companies operating in Malaysia, comprising 19 general insurers and 4 general reinsurers.

Together, they contribute 79.6% of the gross premiums written in the Malaysian general insurance and takaful market. Our member companies offer a comprehensive suite of insurance solutions, catering to individuals and businesses. Individuals can secure their homes and contents, safeguard their travel experiences, and protect their motor vehicles through a variety of insurance products. For small businesses and large organisations, offerings include public liability insurance, professional indemnity insurance, commercial property insurance, and directors' and officers' insurance.



Corporate Information

Chairman

Mr Ng Kok Kheng

Chief Executive Officer

Ms Julie Chong (stepped down on 4 October 2024) Mr Chua Kim Soon (appointed effective 7 October 2024)

Banker

Hong Leong Bank Berhad 150, Jalan Tun Sambanthan 50470 Kuala Lumpur

Auditor

Ernst & Young PLT Level 23A Menara Millenium, Jalan Damanlela, Pusat Bandar Damansara 50490 Kuala Lumpur

Registered Office

Wisma PIAM 150, Jalan Tun Sambanthan 50470 Kuala Lumpur



Board of Directors

– April 2024 – April 2026



Mr Ng Kok Kheng

Designation: Chairman Non-Independent Director

Company: Chief Executive Officer, Great Eastern General Insurance (Malaysia) Berhad



Mr Antony Lee Fook Weng

Designation: Deputy Chairman Convenor, Public Relations and Corporate Social Responsibility (PR/CSR) Non-Independent Director

Company: Chief Executive Officer, AIG Malaysia Insurance Berhad



Mr Gary Hoo

Designation: Convenor, Data & Actuarial Committee Non-Independent Director

Company: Chief Executive Officer, AIA General Berhad



En Fukhairudin Mohd Yusof

Designation:

Convenor, Education and Human Resources Development Non-Independent Director

Company:

Chief Executive Officer, Etiqa General Insurance Berhad



Mr Fabrice Benard

Designation:

Convenor, Regulatory and Industry Development Non-Independent Director

Company: Chief Executive Officer, Generali Insurance Malaysia Berhad



Mr Ng Hang Ming

Designation: Convenor, Technical Committee Non-Independent Director

Company: Chief Executive Officer, Tokio Marine Insurance (Malaysia) Berhad



Mr Balasubramaniam Nagarajan

Designation: Convenor, Finance and Enterprise Risk Management Non-Independent Director

Company: Head of Malaysia Branch, Swiss Re Asia Pte. Ltd., Malaysia Branch



Mr Junior Cho

Designation: Convenor, Climate Change Action Committee Non-Independent Director

Company: Chief Executive Officer, Zurich General Insurance Malaysia Berhad



Mr Puneet Pasricha

Designation: Non-Independent Director

Company: Chief Executive Officer, Liberty General Insurance Berhad

PIAM EXCO

Mr Chua Kim Soon Chief Executive Officer



Mr Jegatheesan Govintharaj Assistant General Manager

Head of Regulatory, Legal and Compliance



Mr William Tan Assistant General Manager

Head of Technical and Distribution



4 Ms Cherrie Yeoh Head of Finance and Corporate Services



En Azreen Manap Head of Project Management

Ms Rajee Mukilan Head of Human Capital

5

7 M

Ms Reanne Ding Head of Business Strategy and Analytics



Committee Members

Climate Change Action Committee (CCAC)



Mr Kelvin Hii Chee Yun MSIG Insurance (Malaysia) Berhad

Mr Foo Vee Ming, Eric Liberty General Insurance Berhad

Mr Chew Han Wah Great Eastern General Insurance (Malaysia) Berhad

Mr Andrew Sim Kok Soon Allianz General Insurance Company (Malaysia) Berhad Convenor Mr Junior Cho

Zurich General Insurance Malaysia Berhad

En Adrian Salleh bin Hashim Etiga General Insurance Berhad

Mr Lee Chiew Lai Lonpac Insurance Berhad

Ms Tan Joke Boey Malaysia Reinsurance Berhad

Ms Nanthini Kandasamy AIA General Berhad

Deputy Convenor Ms Teresa Wong

Zurich General Insurance Malaysia Berhad

Ms Fong Yoke Kuan Tokio Marine Insurans (Malaysia) Berhad

Mr Kuah Ken Ning Hannover Rück SE Malaysian Branch

Mr Puriantoh Supu Generali Insurance Malaysia Berhad

Pn Hanan Hayati binti Ahmad Kushairi Berjaya Sompo Insurance Berhad

Data and Actuarial Committee (DAC)



Convenor Mr Gary Hoo AlA General Berhad

Mr Randhir Singh Zurich General Insurance Malaysia Berhad

Mr Yee Hong Xuan Tokio Marine Insurans (Malaysia) Berhad

Mr Chew Han Wah Great Eastern General Insurance (Malaysia) Berhad Mr Daniel Nee Yong Hong Liberty General Insurance Berhad

Ms Han Yuet Ling Generali Insurance Malaysia Berhad

Mr Micheal O'Loughlin Swiss Re Asia Pte. Ltd., Malaysia Branch Deputy Convenor Deputy Convenor Cik Soraya Azreena binti Aris

Allianz General Insurance Company (Malaysia) Berhad

Mr Tung Chee Lim Lonpac Insurance Berhad

Mr Kuah Ken Ning Hannover Rück SE Malaysian Branch Education and Human Resource Development (EHRD) Committee

Ms Wong Woon Man Allianz General Insurance Company (Malaysia) Berhad

Mr Yong Chee Keong MSIG Insurance (Malaysia) Berhad

Ms Emily Ng Yen Lin Zurich General Insurance Malaysia Berhad Convenor En Fukhairudin bin Mohd Yusof

Etiqa General Insurance Berhad

Mr Terence Lee Meng Chen Generali Insurance Malaysia Berhad

Ms Teh Peggy Tokio Marine Insurans (Malaysia) Berhad

Ms Chai Yuk Ping Great Eastern General Insurance (Malaysia) Berhad Deputy Convenor Dr Mohd Mursyiddin Abdul Manaf

Etiqa General Insurance Berhad

En. Mohd Fauzi bin Kasim Berjaya Sompo Insurance Berhad

Ms Kaneetha Rajan QBE Insurance (Malaysia) Berhad

Mr Shamalen Indra Mohan Liberty General Insurance Berhad

Finance and Enterprise Risk Management (FERM) Committee

Mr Balasubramanian Nagarajan Swiss Re Asia Pte. Ltd.,

Swiss Re Asia Pte. Lta. Malaysia Branch

Convenor

Pn Zawinah Ismail AIG Malaysia Insurance Berhad

Ms Michelle Dan Soo Ling Generali Insurance Malaysia Berhad

Ms Chin Yuen Ling Zurich General Insurance Malaysia Berhad

Mr Cheng Chuen Chee Great Eastern General Insurance (Malaysia) Berhad Deputy Convenor Ms Lai Ann Nee AlA General Berhad

Ms Felicia Lee Chi Kwan Allianz General Insurance Company (Malaysia) Berhad

Ms Maggie Chong Sook Yin RHB Insurance Berhad

Mr Ng Seng Khin Lonpac Insurance Berhad

Ms Yap Young Shi Tokio Marine Insurans (Malaysia) Berhad

Ms Soh Lai Sim MSIG Insurance (Malaysia) Berhad

Pn Nor Fazihah binti Ahmad Etiqa General Insurance Berhad

Ms Sarah Sio Yiing Tsyr Hannover Rück SE Malaysian Branch

Ms Shirley Ho Seet Lai QBE Insurance (Malaysia) Berhad

Mr Thomas Lian Kuan Yew Liberty General Insurance Berhad Public Relations and Corporate Social Responsibility (PR/CSR) Committee

Mr Alex Tan Wei Hong Etiqa General Insurance Berhad

Mr Leow Ian Han Great Eastern General Insurance (Malaysia) Berhad

Ms Lim Yee Feng MSIG Insurance (Malaysia) Berhad Convenor Mr Antony Lee AIG Malaysia Insurance Berhad

Ms Shamala Gopalan Allianz General Insurance Company (Malaysia) Berhad

Pn Haliza Hisham Liberty General Insurance Berhad

Pn Noorazimah Tahir Malaysian Reinsurance Berhad

Convenor

Mr Fabrice Benard

Deputy Convenor Ms Erin Hwang

Zurich General Insurance Berhad

Ms Rachel Loke Berjaya Sompo Insurance Berhad

Ms Jaena Ong Lai Kuan RHB Insurance Berhad

Regulatory and Industry Development Committee (RIDC)



Ms Chew Swee Ai Great Eastern General Insurance (Malaysia) Berhad

Ms Yong Oi Mei Lonpac Insurance Berhad

En Jeoffery bin Asin RHB Insurance Berhad

Ms R Jeyasakthi QBE Insurance (Malaysia) Berhad **Mr Sean Ong Kang Wen** Chubb Insurance Malaysia Berhad

Generali Insurance Malaysia Berhad

Pn Razana binti Abdul Rahim Etiga General Insurance Berhad

Ms Lim Tai Ching Generali Insurance Malaysia Berhad

Ms Tricia Mallika Appaduray Berjaya Sompo Insurance Berhad **Ms Nanthini Kandasamy** AIA General Berhad

Mr Peter Ong Wooi Loon Liberty General Insurance Berhad

Mr Calvin Ng Cheng Kiat MSIG Insurance (Malaysia) Berhad

Ms Elvina Ting Siu Yien Hannover Rück SE Malaysian Branch Technical Committee



Mr Wai Kok Fai Generali Insurance Malaysia Berhad

Ms Judy Liu Jia Liberty General Insurance Berhad

Mr Sashi Kumar Nadarajai QBE Insurance (Malaysia) Berhad

Ms Elaine Chan Choy Fong Great Eastern General Insurance (Malaysia) Berhad Convenor Mr Ng Hang Ming

Tokio Marine Insurans (Malaysia) Berhad

Mr Chan Ho Tack Etiqa General Insurance Berhad

Ms Chin Choy Li Lonpac Insurance Berhad

Mr Anthony Seeto Zurich General Insurance Berhad Deputy Convenor Mr Vidhyanandh Samuel

Etiqa General Insurance Berhad

Mr James Ng Kai Hung Hannover Rück SE Malaysian Branch

Mr Jaspal Singh MSIG Insurance (Malaysia) Berhad

Ms Tan Sock Yee Tokio Marine Insurans (Malaysia) Berhad

Committee Members for Sabah

Mr Ricky Wong Generali Insurance Malaysia Berhad

Mr Ngai Chee Keong Great Eastern General Insurance (Malaysia) Berhad **Mr Kok Siau Lun** Etiga General Insurance Berhad

Mr Kong Chak Shan Liberty General Insurance Berhad

Mr Nicholas Wong Kok Choong Lonpac Insurance Berhad

Ms Amily Chin Zurich General Insurance Malaysia Berhad

Committee Members for Sarawak

Mr Wong Chen Yi Generali Insurance Malaysia Berhad

Mr Simon Lau Zurich General Insurance Malaysia Berhad Mr Sylvester Ng Etiqa General Insurance Berhad

Mr Bong Young Choy Great Eastern General Insurance (Malaysia)



Mr Wong Shon Kwang

Lonpac Insurance Berhad

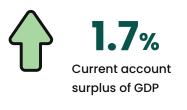
Mr Kong Chak Shan Liberty General Insurance Berhad

Representatives From Other Organisations

Asean Insurance Council	Mr Ng Kok Kheng Great Eastern General Insurance (Malaysia) Berhad				
Asian Institute of Insurance (AMII)	Mr Antony Lee AlG Malaysia Insurance Berhad				
Financial Markets Ombudsman Service (FMOS)	Mr Antony Lee AlG Malaysia Insurance Berhad				
ISM Insurance Services Malaysia Berhad	Mr Gary Hoo AIA General Berhad				
MII Capacity Building Project Joint Steering Committee (MII-CBP-JSC)	Ms Rajee Mukilan Persatuan Insurans Am Malaysia				
Academic Quality Assurance Committee (AQAC)	Mr William Tan Persatuan Insurans Am Malaysia				
Financial Industry Collective Outreach (FINCO)	Mr Ng Kok Kheng Great Eastern General Insurance (Malaysia) Berhad	Mr Junior Cho Zurich General Insurance Berhad			
Malaysian Motor Insurance Pool	Mr Puneet Pasricha Liberty General Insurance Berhad				
Vehicle Theft Reduction Council of Malaysia Berhad (VTREC)	Mr Ng Kok Kheng Great Eastern General Insurance (Malaysia) Berhad	En Fukhairudin Mohd Yusof Etiqa General Insurance Berhad			
	Mr Ng Hang Ming Tokio Marine Insurans (Malaysia) Berhad	Ms Julie Chong CEO, PIAM (stepped down on 4 October 2024)			
Central Administration Bureau (CAB)	Mr Gary Hoo AIA General Berhad				
East Asian Insurance Congress					

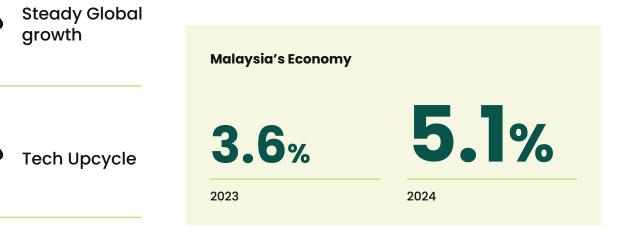
Malaysia Economy Highlights





Domestic Demand and Exports Fuel 5.1% Growth for Malaysia in 2024

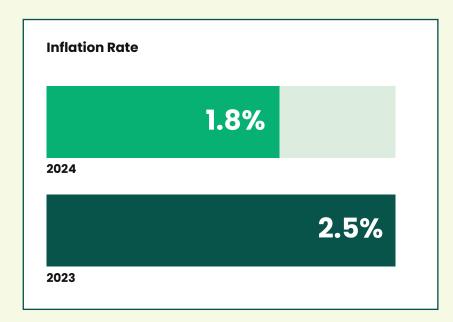
Malaysia's economy grew by 5.1% in 2024 (compared to 3.6% in 2023), according to Bank Negara Malaysia. This growth was driven by strong domestic demand and a rebound in exports. Increased household spending—supported by a favourable labour market, government policy measures, and healthy household balance sheets—played a major role.



Higher Tourist Arrivals Investment growth was fuelled by national initiatives such as the New Industrial Master Plan (NIMP) 2030 and the National Energy Transition Roadmap (NETR), alongside multi-year projects from private and public sectors. Exports recovered due to steady global growth, a tech upcycle, and higher tourist arrivals. These factors contributed to a current account surplus of 1.7% of GDP (up from 1.5% in 2023), reinforcing Malaysia's economic resilience.^[1]

Inflation Remained Low and Stable

Inflation stayed low and stable throughout the year, recording 1.8% in 2024 (compared to 2.5% in 2023). This stability was attributed to lower global commodity prices and domestic policy reforms. The central bank anticipates that inflation will remain under control, although it acknowledges potential upward risks due to both external and internal factors.^[2]



Overnight Policy Rate Maintained at 3.0%

The Monetary Policy Committee (MPC) of Bank Negara Malaysia (BNM) decided to maintain the Overnight Policy Rate (OPR) at 3.0% for the tenth consecutive meeting on 22 January 2025. This reflects confidence in the country's solid economic growth and stable inflation.^[3] The market expects this policy stance to remain in place until at least the end of 2025.^[4]





4.0%-5.0%

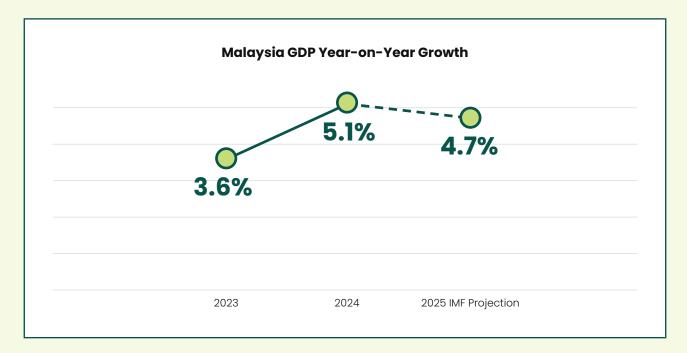
RAM Ratings projects GDP growth

20% formally employed Malaysians earn below the new minimum wage.

2025: A Steadier Growth Trajectory

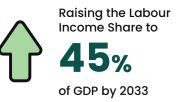
RAM Ratings projects Malaysia's GDP growth for 2025 at 4.0%–5.0% (2024: 5.1%), as it enters a steadier trajectory following several years of volatility. Malaysia's economic performance in 2025 is expected to remain anchored by a favourable labour market, continued demand for electrical and electronics (E&E) exports, and faster implementation of investment projects.

Private consumption, a key growth driver, is expected to benefit from the upcoming minimum wage increase to RM1,700 per month (previously RM1,500), effective February 2025. As of June 2024, the wage data indicates that around 20% of formally employed Malaysians, equivalent to about 8% of the total workforce, earn below the new minimum wage. On another note, spending momentum may be dampened by the scheduled removal of the RON95 blanket fuel subsidy in the second half of 2025, and the expansion of the service tax.^[5]



The IMF's projections are aligned with RAM Ratings, expecting Malaysia's growth to moderate slightly to 4.7%, reflecting a deceleration in investment amid rising global uncertainties. Risks to growth remain tilted to the downside, largely due to external challenges such as deeper geoeconomic fragmentation. Nonetheless, Malaysia's economy is expected to remain resilient, supported by strong domestic and external demand.^[6]







A Promising Outlook for Malaysia's Economy

Looking beyond 2025, the Ministry of Finance (MOF) maintains that Malaysia's economic outlook remains promising, underpinned by the Ekonomi MADANI framework. This initiative is guiding strategic investments in renewable energy, advanced manufacturing, and highvalue services.

Key national goals include raising the labour income share to 45% of GDP by 2033, and increasing female labour force participation to 60%, ensuring more inclusive and equitable growth. With continued emphasis on innovation, sustainability, and social inclusivity, Malaysia is well-positioned for long-term competitiveness and economic advancement.^[7]

References

- [1] Bank Negara Malaysia, "Economic and Financial Developments in Malaysia in the Fourth Quarter of 2024", 14 February 2025.
- [2] Reuters, "Malaysia central bank holds key rate for 10th straight meeting", 22 January 2025.
- [3] Bank Negara Malaysia, "Monetary Policy Statement", 22 January 2025.
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- [5] RAM.Rating, "Malaysia's growth to remain steady in 2025 but global uncertainties loom large", 2 December 2024.
- [6] International Monetary Fund, "IMF Staff Completes the 2025 Article IV Mission to Malaysia", 13 December 2024.
- [7] Ministry of Finance Malaysia, "Belanjawan 2025 MALAYSIA MADANI: ECONOMIC OUTLOOK", 18 October 2024.

Key Industry Developments

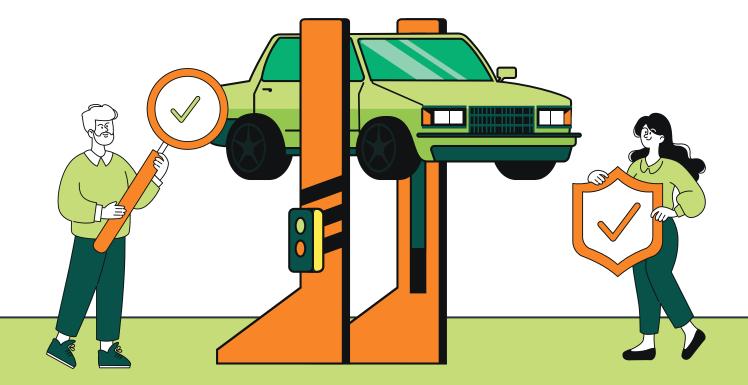
Raising the Bar for Insurance Claims Settlement Practices

The development of the Insurance Claims Settlement Practices aims to ensure fair, transparent, and timely outcomes in claims settlement, while promoting sound and responsible business conduct and encouraging wider adoption of digital solutions for the benefit of consumers. The Claims Settlement Practices Policy Document was issued by Bank Negara Malaysia (BNM) on 1 July 2024.

Improving Vehicle Repair Standards

The introduction of the Insurers and Takaful Operators – Repairers Code of Conduct is a cross-sector, industry-driven initiative designed to enhance transparency, fairness, and collaboration in motor claims processing.

The Code aims to reduce disputes and deliver improved outcomes for consumers. It came into effect on 2 January 2025, as launched by BNM. A post-launch review will be conducted to assess the Code's effectiveness and evaluate the need for enhancements, including the potential establishment of an external Dispute Resolution process.



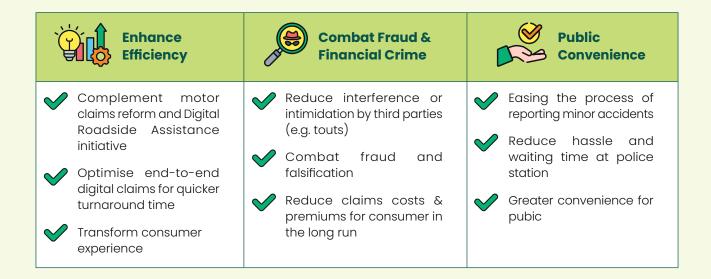
E-Police Reporting

PIAM has been working closely with the Royal Malaysian Police and the Malaysian Takaful Association (MTA) to introduce an online police reporting facility to support insurance claim processing.

The pilot programme, expected to commence in the first half of 2025, will begin along the North-South Expressway, with plans for gradual expansion to other parts of the country. This initiative is part of the broader motor claims transformation agenda led by the Government in collaboration with the insurance industry.



As advancements such as AI-driven claims assessments evolve, this platform will further enhance the motor insurance experience, improving efficiency, strengthening transparency, and elevating overall customer satisfaction.

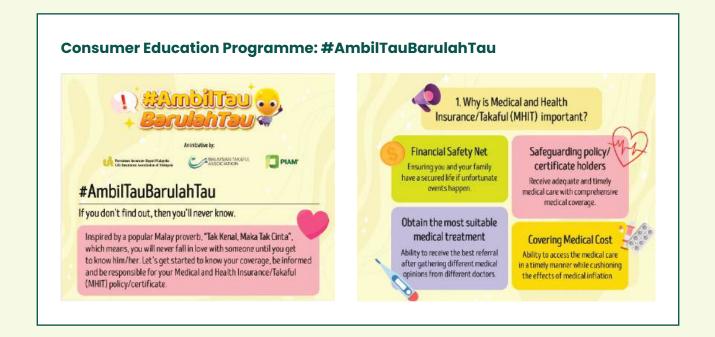


Collective Progress on Medical, Health, and Insurance/Takaful Coverage

Our commitment to ensuring affordable and accessible healthcare for all Malaysians will continue into 2025. Medical and health insurance is pertinent to Malaysia's healthcare financing system, with steady growth fuelled by rising consumer demand for quality care and growing awareness of insurance as a vital financial protection tool.

However, the sector faces mounting challenges. Escalating medical cost inflation, driven by a sharp increase in the number of policyholders seeking treatment at private hospitals, has significantly raised claims costs. These trends, combined with rising expectations for improved medical outcomes and rapid advancements in medical technology, have spurred the industry to develop innovative solutions.

Addressing these challenges requires collaborative efforts among key stakeholders, including the insurance industry, regulators, government representatives, private hospitals, and consumers, to safeguard the long-term sustainability of healthcare financing. In this vein, PIAM continues to support and collaborate with all stakeholders to enhance the financial resilience of Malaysians through medical and health insurance coverage.



Stakeholder Engagements







CEO Briefing: Full Year 2023 and Half Year 2024

The biannual CEO Briefing, held in March and December, remains a pivotal platform for PIAM's member companies. This forum delivers timely updates on regulatory developments, market trends, and key PIAM initiatives that pioneer Malaysia's general insurance industry.

Furthermore, the CEO Briefing fosters industry networking and alignment on shared goals. It ensures that our member companies are well-prepared to respond to emerging market dynamics and regulatory expectations, ultimately enhancing their ability to serve Malaysians.



Industry Fostering Regional Strategy: Highlights from the 11th Council of Bureaux Working Group Meeting in Hoi An

The 11th Council of Bureaux Working Group (COB-WG) Meeting, held on 9 August 2024 in Hoi An, Vietnam, marked another key milestone in the journey towards regional integration in motor insurance. Hosted by the Insurance Association of Vietnam, the event brought together representatives from ASEAN member Insurance Associations and the ASEAN Insurance Council Secretariat.

Key discussions focused on enhancing the ASEAN Compulsory Motor Insurance (ACMI) system, harmonising compulsory motor insurance standards, and advancing the ASEAN Blue Card Scheme. A significant highlight was the shared commitment to leveraging technology for seamless cross-border insurance transactions and raising public awareness of the Blue Card initiative, which simplifies compliance for cross-border motor insurance within the region.

PIAM participated actively, contributing insights on regional collaboration and the development of unified motor insurance standards across ASEAN.



Advancing Climate Science Literacy for a Sustainable Future

PIAM continues to promote climate science literacy through impactful educational initiatives, one of which was the Climate Science Literacy Webinar, held in February 2024 and led by renowned climate scientist Professor Dr Johan Rockström.

During the session, Professor Rockström introduced the concept of "Planetary Boundaries", which defines the environmental limits essential to Earth's sustainability. He addressed critical tipping points, such as the Atlantic Meridional Overturning Circulation (AMOC), and underscored Southeast Asia's vulnerability to climate extremes, emphasising the urgent need for advanced research and preparedness.

The webinar reinforced PIAM's mission to integrate climate science into the insurance industry, helping build greater resilience and strategic foresight. Looking ahead, we aim to deepen engagement with experts, communities, and stakeholders to drive informed, sustainable actions across Malaysia.

Industry Activities

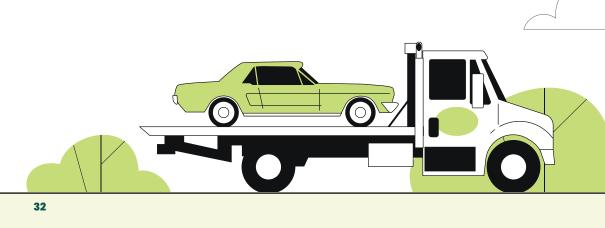
The Future of Vehicle Repairs

Introduced in 1983, the PIAM Approved Repairer Scheme (PARS) significantly elevated standards of service, quality, and professionalism in the motor vehicle repair industry. Over the years, the scheme has continued to serve the industry and consumers.

PIAM is honoured to have administered PARS in support of the motor insurance ecosystem and would like to extend sincere thanks to all stakeholders for their involvement and contributions over the past four decades.

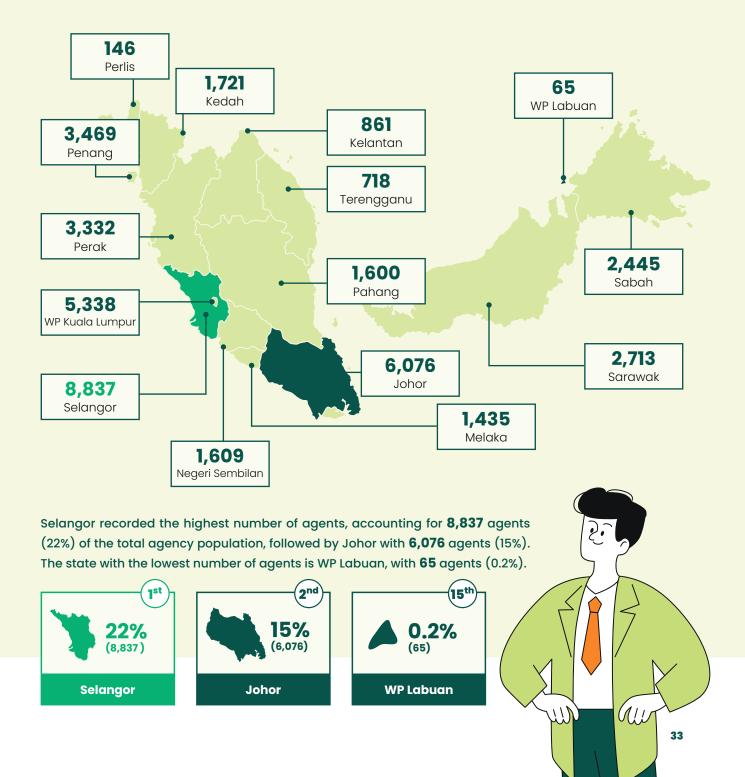
In recent years, the professional and technical landscape has evolved rapidly, bringing increased expectations and requirements for all stakeholders involved. Additionally, Jabatan Standard Malaysia, Jabatan Pengangkutan Jalan (JPJ), and Bank Negara Malaysia (BNM) have issued new standards and guidelines aimed at raising compliance and industry performance. PARS was introduced at a time when repair standards were lacking, with the intention of protecting policyholders from sub-standard repairs. Following a careful review of the latest regulatory developments, PIAM has concluded that many of the functions and standards formerly addressed under PARS are now better managed directly by the relevant stakeholders themselves, in alignment with the new regulatory framework.

As a result, PIAM will refocus its efforts on addressing emerging priorities and increasing operational demands within the insurance industry. In view of this, the official announcement was made on 1 August 2024 that PARS will be discontinued effective 31 July 2025, after having proudly served the industry and the public for 43 years.



Agent Distribution and Productivity

As of 31 December 2024, there were a total of **40,365** registered agents across Malaysia. The geographical distribution is as follows:



Channel/Year	Agents	Direct Business Channels	Insurance Brokers	Others	Total
2024	14.3 billion	3.5 billion	4.2 billion	1.1 billion	23.1 billion
	62%	15%	18%	5%	100%
2023	13.2 billion	3.3 billion	3.9 billion	1.2 billion	21.6 billion
	61%	15%	18%	5%	100%
2022	12.5 billion	3.2 billion	3.3 billion	0.9 billion	19.9 billion
	63%	16%	16%	4%	100%

Breakdown of Gross written Premium (GWP) by distribution channels is appended below in Ringgit Malaysia.



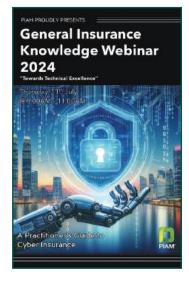
Technical Committee Activities

11 July 2024

General Insurance Knowledge Seminar (GIKS) 2024: A Practitioner's Guide to Cyber Insurance

PIAM organised the webinar "A Practitioner's Guide to Cyber Insurance" as part of its ongoing efforts to elevate technical expertise and professionalism within the industry. The webinar was well attended by staff from member companies across various departments, including underwriting, claims, marketing, and business development.

Industry experts served as speakers and panellists, sharing insights into the latest technologies and methods, including advanced tools and techniques used in the assessment, investigation, and management of cyber risks.



September 2024 Technical Committee Meet-and-Greet

The Technical Committee's Meet-and-Greet brought together subject matter experts to share insights and information on the latest trends and developments in the general insurance market. This gathering facilitated valuable knowledge exchange while strengthening professional networks across the industry.



Education and Human Resource Development (EHRD) Committee Activities

15 August 2024 EHRD Committee Meet-and-Greet

The EHRD Committee's Meet-and-Greet convened II members for a focused discussion on key talent development initiatives. The session covered the nomination of a Deputy Convenor, updates on the PIAM Talent Attraction & Development Strategy 2024– 2026, and preliminary findings from the Talent Attraction Survey, which will inform the 2024–2025 strategy. The discussion reaffirmed the industry's commitment to building a resilient talent pipeline and ensuring long-term workforce sustainability.



26-30 August 2024

YouLead! 2024: Empowering Tomorrow's Industry Leaders

PIAM participated in YouLead! 2024— the Young Emergent Leadership Showcase, hosted by Malaysian Re. This year's theme, "Al Leadership—Shaping Tomorrow's Visionaries", brought together emerging talents from across the insurance industry to strengthen their leadership capabilities through a dynamic and engaging learning experience.

The programme featured interactive workshops, real-world case studies, and hands-on training using AI tools, alongside valuable networking opportunities with industry professionals. PIAM's active involvement reflects its continued commitment to nurturing future leaders and equipping the next generation with the skills and resilience needed to navigate the evolving insurance landscape with confidence and vision.

6 September 2024 Insurance Association of Mauritius (IAM) Visit to PIAM

PIAM had the honour of hosting a delegation from the Insurance Association of Mauritius (IAM), led by Secretary-General Mr Vasish Ramkhalawon. The visit served as a valuable platform for exchanging insights and exploring key industry trends. Discussions included climate-related risks, regulatory frameworks, and data-sharing practices in Malaysia and Mauritius, offering comparative perspectives on regional insurance market dynamics. The visit concluded on a positive note, reinforcing bilateral collaboration and laying the foundation for future partnerships and knowledge-sharing initiatives.



Finance and Enterprise Risk Management (FERM) Committee Activities

27 August 2024 FERM Committee Meet-and-Greet

The FERM Committee's Meet-and-Greet was attended by the Convenor, Mr Balasubramaniam Nagarajan, alongside committee members and working group leads. The event fostered open dialogue and collaboration on current finance and risk topics, including e-Invoicing and Sales & Service Tax (SST) developments.



24 January 2024 and 9 August 2024 CRO Forum for General/Life/Takaful Industry

The first Chief Risk Officer (CRO) Forum was co-organised by PIAM and the Malaysian Takaful Association (MTA), with PIAM chairing the session on 24 January 2024. The session featured robust discussions shaped by survey findings and member feedback.

The second CRO Forum, chaired by MTA, was held virtually on 9 August 2024. Key risks discussed included Risk-Based Capital, Climate Risk, Regulatory and Compliance Risk, Operational Risk, Reporting, and emerging concerns such as AI and cyber risks. The forum has proven highly effective in addressing the evolving risk landscape and tackling industry-wide challenges.



E-Invoicing

E-Invoicing was first introduced in Budget 2023, with a phased rollout initially scheduled for June 2024 for companies with turnover exceeding RM100 million. However, during Budget 2024, the Government postponed implementation to 1 August 2024.

PricewaterhouseCoopers (PwC) was appointed to represent the insurance industry in resolving the main challenges. A draft representation paper was submitted, and multiple engagement sessions were held with the Inland Revenue Board (IRB). Following industry feedback, IRB approved a phased rollout:

- From August 2024, insurers may consolidate e-invoices.
- By July 2025, full implementation will be required for the insurance and takaful sector.

The IRB has released a set of sector-specific frequently asked questions (FAQs) incorporating input from industry stakeholders. Several queries remain unresolved, and PwC is actively liaising with IRB for further clarification.



Sales & Service Tax (SST)

Following the Government's announcement to increase the Sales and Service Tax (SST) from 6% to 8% (effective 1 March 2024), and updated guidelines from Customs on 26 February 2024, unintended consequences arose.

The removal of Clauses 30–32 from the 2019 Guide on Broking and Underwriting Services unintentionally rendered all brokerage services, including reinsurance, subject to SST.

In collaboration with four other associations, PIAM engaged Ernst & Young to assist the industry in aligning documentation and submissions to Customs. In parallel, PIAM has submitted a formal appeal to the Ministry of Finance (MOF) to reinstate previous exemptions for reinsurance members.



Public Relations and Corporate Social Responsibility (PR/CSR) Committee Activities

18 May 2024 PIDM's PPR Outreach Programme

In partnership with Perbadanan Insurans Deposit Malaysia (PIDM), PIAM participated in the Projek Perumahan Rakyat (PPR) Outreach Programme on Financial Resilience at PPR Sri Pantai, Kuala Lumpur. This initiative aimed to empower B40 communities through financial education and access to insurance solutions.

With nearly 400 attendees, the programme equipped participants with the knowledge to strengthen their financial resilience and promoted access to Perlindungan Tenang products. PIAM also showcased its Consumer Education Programme (CEP) and highlighted the benefits of digital roadside assistance through interactive activities. As a result, PIAM gained 52 new social media followers, further amplifying general insurance awareness.

22 July 2024 PR/CSR Committee Meet-and-Greet

The PR/CSR Committee Meet-and-Greet brought together nine members to discuss key industry initiatives and strategies. The session began with introductions among committee members for the 2024–2026 term, followed by updates on the ongoing Consumer Education Programme (CEP) and the nomination of a Deputy Convenor for the term. This meet-and-greet encouraged knowledge sharing and helped strengthen professional connections within the general insurance industry.



2 October 2024 PIAM at NHCCE 2024 Career Fair: Connecting Talent with Opportunities

PIAM participated in the NHCCE x MyFutureJobs Career Fair, held at the Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur. The event brought together leading employers and job seekers to promote career opportunities across various industries.

PIAM used the opportunity to actively promote its Consumer Education Programme (CEP) by equipping attendees with essential knowledge about motor insurance. Visitors were engaged through interactive memory quizzes and informative infographics, which enhanced their understanding of motor insurance and the benefits of a digital roadside assistance (DRA) app.

The booth drew significant attention, particularly from young drivers interested in learning more about motor insurance. With over 4,000 job seekers in attendance, the event provided an excellent platform to connect with the next generation of drivers and reinforce PIAM's commitment to consumer education.

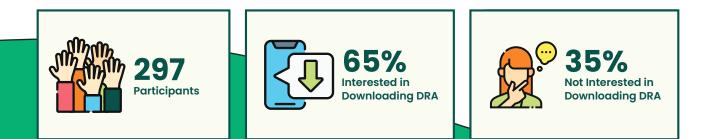
15-17 November 2024

PIAM at Karnival Celik Kewangan 2024: Building Financial Literacy

At the Karnival Celik Kewangan 2024, held at Vivacity Mall, Kuching, Sarawak, PIAM actively promoted the Consumer Education Programme (CEP) to raise awareness of motor insurance and the wider general insurance industry. Over the three-day event, which attracted approximately 20,000 visitors, PIAM engaged with 1,000 to 1,200 attendees. As a result:

- 426 visitors explored the Jom Level Up website, spending an average of 1 minute and 52 seconds on the platform.
- PIAM's social media channels saw a gain of 925 new followers

In addition, a survey on the Digital Roadside Assistance (DRA) app was conducted to gauge consumer interest and serve as a conversation starter about the benefits of downloading their insurer's DRA app.



Climate Change Action Committee (CCAC) Activities

August 2024

CCAC Committee Meet-and-Greet

PIAM's CCAC convened to address the growing challenges posed by climate change. The committee developed a strategic framework focused on enhancing the sustainability and resilience of the insurance industry.

Key initiatives include the 2024 Climate Survey, a climate innovation grant programme, public awareness campaigns, and workshops aimed at sharing best practices across the industry. The CCAC also plans to revive the 3R initiative through a plastic waste video competition and is exploring the use of Miyawaki Forests to promote urban biodiversity and environmental restoration.

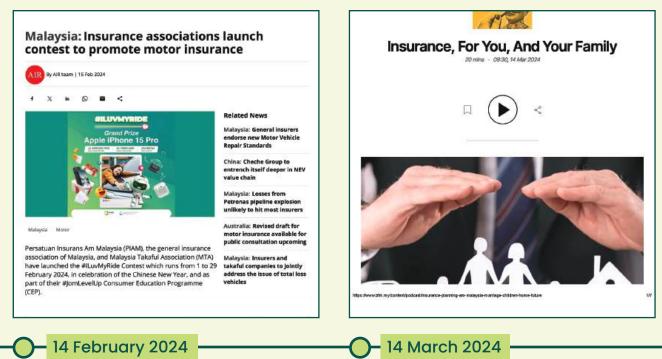




PIAM News Corner

A snapshot of PIAM's media presence and coverage throughout the year, highlighting key initiatives, events, and milestones that have contributed to raising awareness of the general insurance industry.





PIAM and MTA Launch Consumer

Education Programme to Enhance Motorist Insurance/Takaful Experience BFM Radio—Insurance, For You, And Your Family



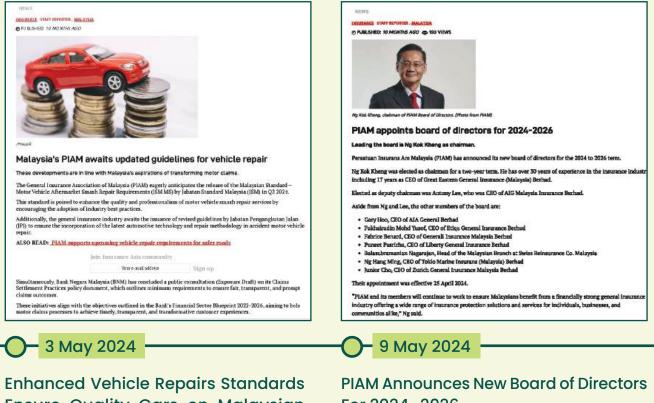
PIAM News Corner



O- 1 April 2024

General Insurance Industry Premium Grows 7.8% YoY; Underwriting Profit Declines by 26% YoY in 2023

Insurance Claims Payout Rises to RM21 Million Daily



Ensure Quality Cars on Malaysian Roads

For 2024-2026



PIAM News Corner

Insurans Bayar RM15.1 Juta Sehari untuk Kemalangan Jalan Raya

May 14th, 2024 / Melissa Alias / Berita



Insurans bayar RM15.1 juta sehari

Pertanbahan kerumangan Jolun toyo penjuribang starna kenaikan tano ser

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- 14 May 2024 -

Berita Harian–Increase in Road Accidents May Lead to Higher Insurance **Costs for Malaysian Drivers**



KUALA LUMPUR: The General insurance Association of Malaysia (PIAM) today said it supports the new motor vehicle repair standards approved by investment, Trade and Industry Minister Datuk Seri Zahul Tengku Abdul Aziz on May 30,

The Malaysian Standard - Motor Vehicle Aftermarket Smash Repair Requirements' seeks to establish new standards for the safe and proper repair of accident-involved motor wehicles. PIAM said the new standards heralds a new era of excellence and professionalism within the motor vehicle acciden

repair industry and is poised to complement the imminent release of the Insurers and Takaful Operators - Repairers Code of Conduc

The code of conduct was developed in collaboration with Bark Negara Malaysia, the general impurance and takaful industry and the motor repair industry and Jabaran Pengangkutan Jalan Malaysia's (JPJ) Accident Collision Repair Guidelines.

PIAM gives thumbs up to approval of new motor vehicle repair rules

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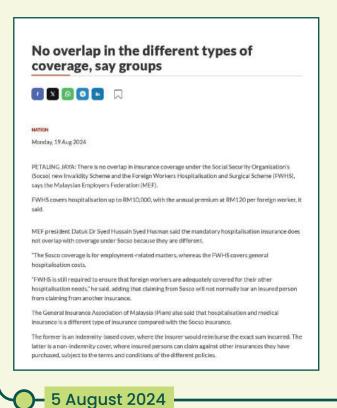
🗩 17 July 2024 -

PIAM Applauds Approval of New Motor Vehicle Repair Standards



🗩 25 July 2024 -

Motorist Encouraged To #JomLevelUp Their Motor Insurance and Takaful **Knowledge With More Educational Resources**



The Star-SOCSO Invalidity Scheme **Extension to Foreign Workers**



PIAM News Corner



4 October 2024

Malaysia Hari Ini—Natural Disaster Insurance



PIAM Appoints Chua Kim Soon as Chief Executive Officer



Insurance and Takaful Industry Addresses Concerns on Medical Premium Increases Amid Rising Healthcare Costs

PIAM Assures Flood Victims of Swift Claims Processing and Support

PIAM News Corner

Avoid driving through floodwaters, public urged

indard conventional vehicles at risk of severe damage requiring costly repairs: Experts



10 December 2024

The Sun-PIAM Comments on Insurance **Claims During Flood Period**

	Biok keise kanntei KUALA, LUMPUR: Per- sutuan Envarans Hayri Ma- hysia: (LLAM), Perartuan Taskuful Malayria MTA), dan Perartuan Alaysia MTA), dan Perartuan Alaysia MTA prominikan keisykab-langshab interim unuk meringankan behan kenyakan disenteriman kerse perartuan dan semihan- gan, kara-kera tasi. Tujian unuk menasilian akses berterman kerpada perindangan imrumas pe- rubatan dan kesintaan di tengah-sengah peningkatan kon. Bebabainia yuruh kalagan daripada dan menyaburkan benakan perindangan tasu usuhangan pang berpunca daripada intasi minutan perindan dalam tempoh sekurangan dalam tempoh sekurangan dalam tempoh sekurangan	turnanya tia tahun. Langkah lin dialangka pelaisian tahun dialah pelaisian tahun dialah pelaisian dialah pelaisianya dialah	meneruskan pelan yang tahu disekarakan harganya. Menyediakan pengendal disengla- menyediakan julian ini menye- na pengenakan pengenakan kos- menyen disenti an lebih hasa mengenai peningkatan kos- menyen netrorasa ustermit anakan menasihan koketara- an jangka pengena. Kengra Makayaia (MNM), Kennerusai dengan Bark Negra Makayaia (MNM), Kenterusai usteri anakan kengra Makayaia (MNM), Kenterusai anakan seperti pengenakan kengra barkan pengenakan pengenakan kengra barkan pengenakan pe	yang manupu milik. Anaras rahum 2021 daha 2013, industri menghadapi peningkatan sebanyak 50 peretakan sebanyak 50 peretakan sebanyak 50 peretakan sebanyak 50 peretakan sebanyak 50 peretakan sebanya industri memberikan kelegan seg- rar, peringipin industri menderakan sebagan seg- tan pelang tanga pertakan dan pendang tanga pendang dan pendang tanga pendang tanga pendang dan pendang tanga pendang dan pendang tanga pendang tanga pendang dan pendang tanga pendang tanga pendang dan pendang tanga pendang pendang dan pendang tanga pendang pendang dan pendang tanga pendang pendang pendang dan pendang tanga pendang pendang pendang dan pendang tanga pendang pendang pendang pendang pendang pendang pendang dan pendang tanga pendang p
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20 December 2024



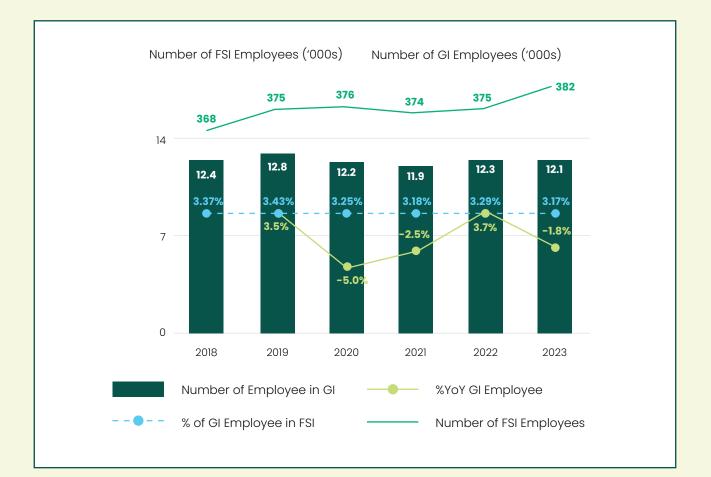
Introduces Interim Measures for Policyholders/Takaful Participants Affected by Premium/Contribution Repricing

Insurance and Takaful Industry

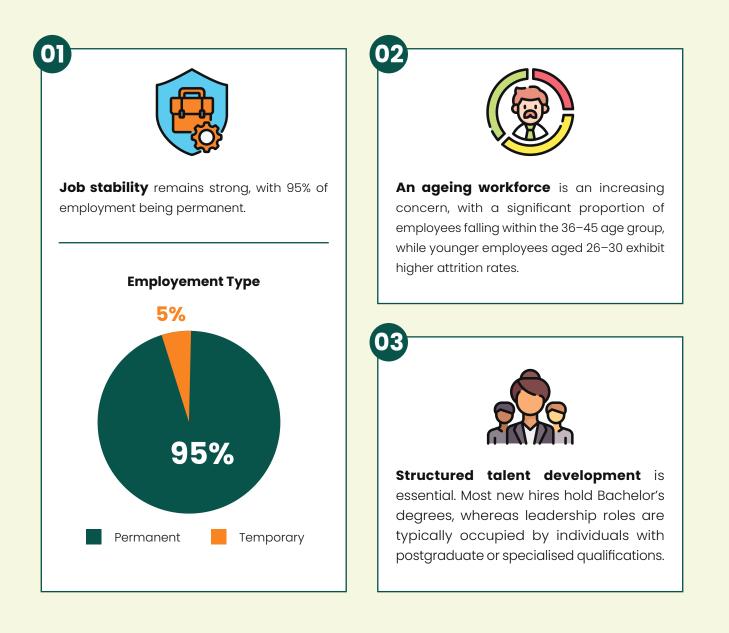
Strengthening The Insurance Workforce

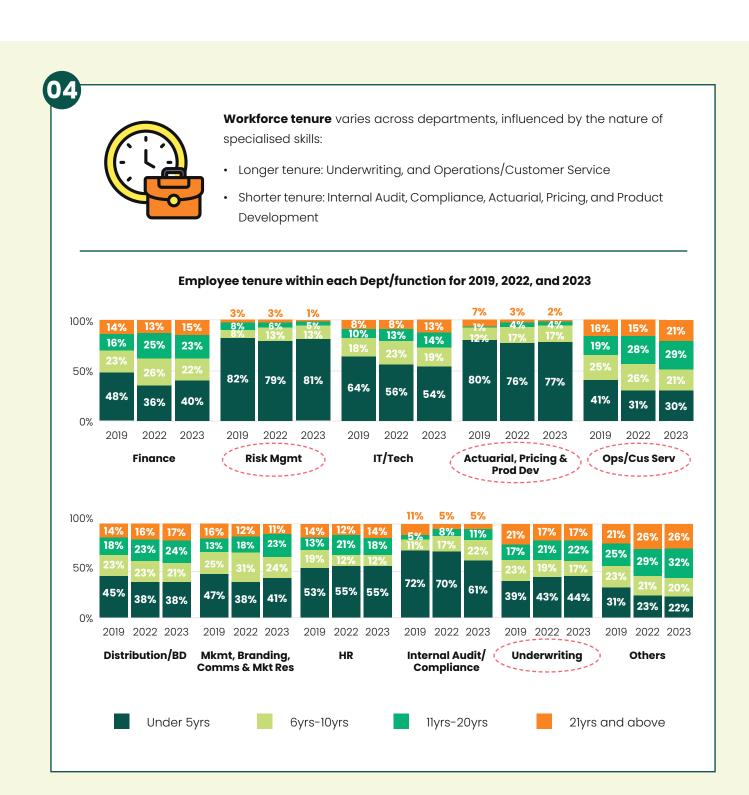
The general insurance industry is a crucial component of Malaysia's financial sector, employing 12,000 individuals, which represents 3.2% of the financial services workforce. However, despite the overall growth in national employment, the industry's workforce has been on a declining trend over the past five years.

To gain deeper insights into this issue, a survey was conducted with 23 senior HR management professionals from member companies. The key findings are outlined below.



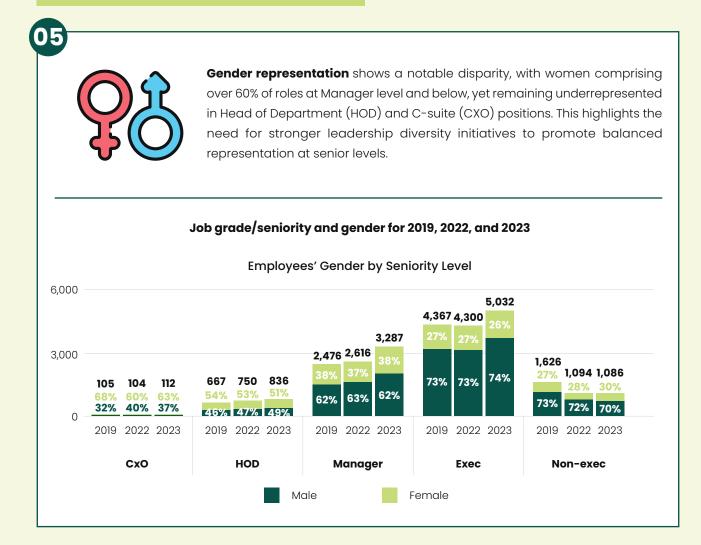
Strengthening The Insurance Workforce





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Strengthening The Insurance Workforce



Skill ga particu custom these g

Skill gaps present significant challenges to industry competitiveness, particularly in areas such as process automation, data analytics, customer relationship management, and sustainability. Addressing these gaps through targeted training and upskilling programmes will be crucial to future-proofing the workforce.

In summary, addressing the challenges of an ageing workforce, improving talent retention, promoting gender diversity in leadership, and prioritising skill development will be vital in building a sustainable talent pipeline and propelling Malaysia's financial sector forward.

PIAM's Scholarship Spotlight

An Interview with Gary Hoo, PIAM Board Member and CEO of AIA General Berhad

I was 20 years old, in my first year of Actuarial Science at Universiti Kebangsaan Malaysia, when I spotted the PIAM scholarship notice on the university bulletin board. Since my degree was closely related to the insurance industry, I thought, *Why not apply?* Little did I know that this small decision would go on to shape my entire career.

The scholarship wasn't just a financial relief; it came with a bond that required me to contribute to the insurance industry. This connection proved invaluable. Thanks to PIAM, interviews with insurers were more easily arranged, and I landed my first role as an actuarial analyst. That's when my career truly began, eventually leading me to the privilege of becoming CEO of AIA General Berhad—a position I'm immensely proud to hold.



Looking back, being a PIAM scholarship recipient opened doors to connect with PIAM Management and fellow scholars who shared the same ambition and eagerness to contribute meaningfully to the industry. Personally, I felt motivated by my role as a PIAM scholar to give back to the general insurance sector, which led to my early decision to specialise in this field. It wasn't easy, as most general insurers didn't have an actuary or even an in-house actuarial department. Nevertheless, it was a tremendous opportunity as the general insurance industry began to show signs of regulatory development that would soon require qualified actuaries. Since then, the industry has undergone a remarkable transformation. Today, every general insurer has an in-house actuarial team, and actuaries are increasingly taking on leadership roles. We've come a long way since 2000. There are now countless opportunities in actuarial pricing, risk management, and product development. I believe that over the next decade, we'll see even more actuaries stepping into CEO roles in general insurance, just as we've seen happen in life insurance. Looking back, being a PIAM scholarship recipient opened doors to connect with PIAM Management and fellow scholars who shared the same ambition and eagerness to contribute meaningfully to the industry. Personally, I felt motivated by my role as a PIAM scholar to give back to the general insurance sector, which led to my early decision to specialise in this field. It wasn't easy, as most general insurers didn't have an actuary or even an in-house actuarial department. Nevertheless, it was a tremendous opportunity as the general insurance industry began to show signs of regulatory development that would soon require qualified actuaries. Since then, the industry has undergone a remarkable transformation. Today, every general insurer has an in-house actuarial team, and actuaries are increasingly taking on leadership roles. We've come a long way since 2000. There are now countless opportunities in actuarial pricing, risk management, and product development. I believe that over the next decade, we'll see even more actuaries stepping into CEO roles in general insurance, just as we've seen happen in life insurance.

Advice for Young Professionals

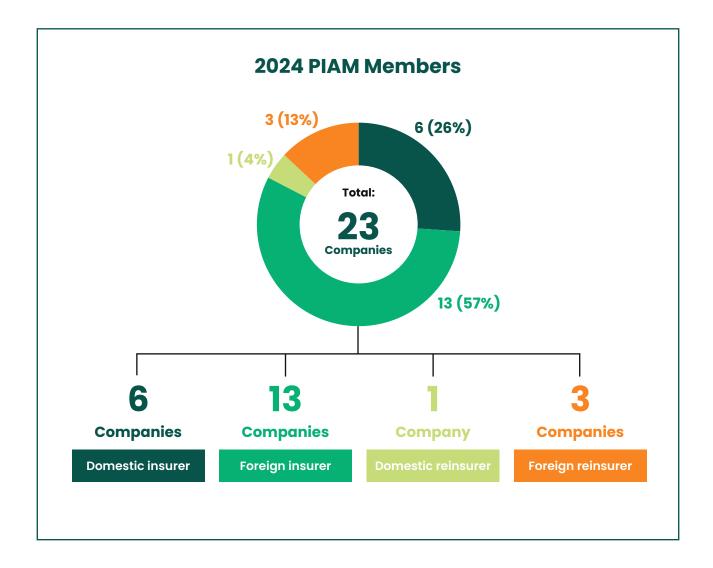
The insurance industry is buzzing with change - from the liberalization of motor and fire insurance to new frameworks like Risk-Based Capital 2. For young professionals eager to make a difference, there are more opportunities than ever, not just in an insurance company but also in sales and distribution as an insurance advisor. It's definitely an exciting time to join the industry!

Joining PIAM once again as a Board Member has been a blessing. I thought—what better time than now to volunteer and contribute in whatever way I can? As a newcomer to the Board, I recognise that there's much to learn from my peers, all of whom bring significant experience to the table. I look forward to giving my best in this role. As PIAM continues to serve as a powerful voice for general insurers, shaping policies, creating a favourable business environment, and promoting public trust, I remain committed to supporting these goals and ensuring that PIAM's objectives continue to guide and strengthen the insurance industry in Malaysia.

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Insurance Indicators

A sizeable General Insurance (GI) Industry in Malaysia, with a strong presence of foreign insurers.



As of 5 February 2025, there are a total of 19 general insurance (GI) companies and 4 general reinsurance companies operating in Malaysia. Of these, 7 are domestic (including 1 reinsurer), while 16 are foreign (including 3 reinsurers).

Gross Written Premium (GWP)



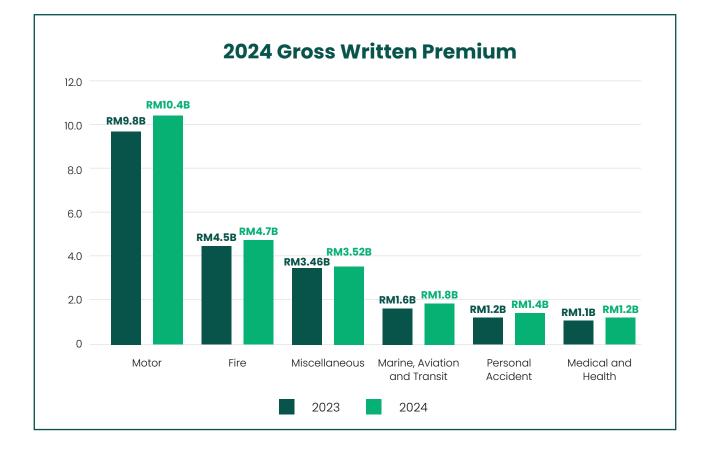
2024: RM**23.1** billion 2023: RM**21.6** billion The GI industry recorded a 6.9% year-on-year (YoY) growth in 2024 (2023: 8.5%), with a compound annual growth rate (CAGR) of 3.6% over the past decade. The motor class remained the largest contributor to the overall GI business, accounting for 45.2% of total premiums, followed by the fire class at 20.5%. Meanwhile, the Marine, Aviation, and Transit (MAT) class has shown strong growth since 2021, achieving a 14.2% YoY increase in 2024.



2024 was a relatively challenging year, with a 6.9% year-on-year (YoY) growth in Gross Written Premium, driven primarily by the motor class.

However, Net Claims Incurred grew at a faster YoY rate of 8.1%, mainly due to the Motor class, which impacted overall underwriting profit.





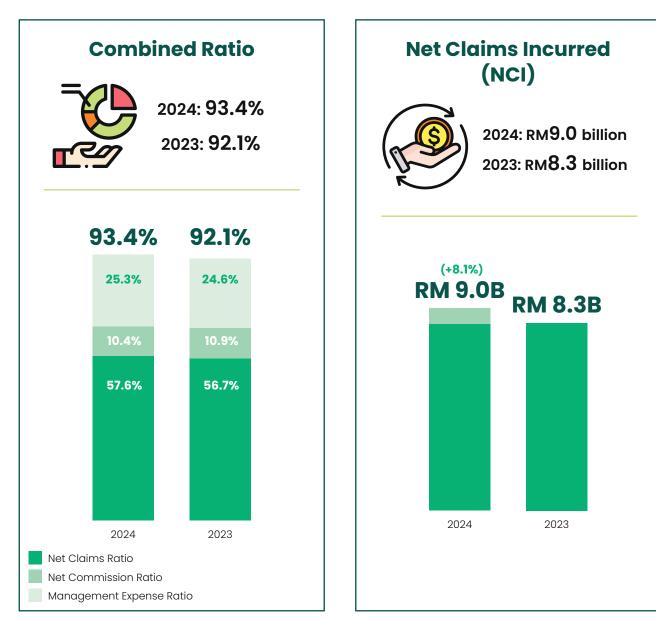
Year-on-year (YoY) growth for the motor class hovered around 1.9% pre-pandemic, but experienced slight declines from 2019 to 2021 (-0.5%, -0.3%, and -2.1%, respectively). However, from 2022 to 2024, YoY growth rebounded significantly to 9.1%, 8.5%, and 6.7%, respectively. The strong performance in 2024 was largely attributed to a 2.1% YoY increase in new vehicle sales, as reported by the Malaysian Automotive Association (MAA). This higher sales volume was driven by the robust performance of national brands, particularly Perodua. In addition, tax incentives and the launch of new car models—especially from Chinese manufacturers—contributed to a surge in Battery Electric Vehicle (BEV) sales, further supporting growth in motor premiums.^[1] Growth in the fire class moderated to 5.8% in 2024 (2023: 10.1%), although this still exceeded its compound annual growth rate (CAGR) of 5.4% over the past decade. According to the Chief Underwriting Officer of Allianz General Insurance, the Allianz Risk Barometer identified fire and natural catastrophes as among the top 10 global business risks for 2025.^[2] Due to Malaysia's topography, the country continues to face flash floods and coastal flooding, which are increasing in both frequency and intensity.^[3] He also noted that the destructive nature of fires and explosions often causes long-term disruption, with rebuilding efforts sometimes taking years. These concerns may have increased public awareness of the importance of fire insurance with extended coverage.

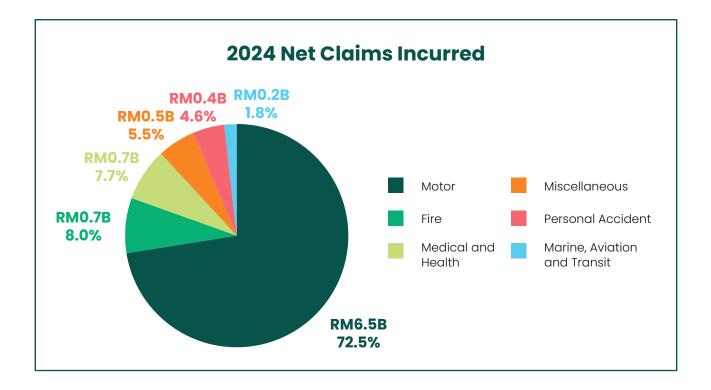
In the MAT class, growth in 2024 more than doubled to 14.2% (2023: 5.8%). This surge is likely attributed to increased exploration and production activities following PETRONAS' award of seven Production Sharing Contracts (PSCs) under the Malaysia Bid Round 2023. The launch of the Malaysia Bid Round 2024, which offered additional exploration blocks and Discovered Resource Opportunities (DRO) clusters, further reinforced investor confidence and drove up demand for insurance coverage in the energy sector. ^[4] Meanwhile, the Personal Accident class saw a significant increase of 14.8% in premium (2023: -16.2%), rebounding from the sharp decline in 2023. This drop was primarily due to the discontinuation of the Perlindungan Tenang business during that year.



0.9% Net Claims Incurred ratio increased

The Net Claims Incurred ratio increased by 0.9% year-on-year, edging closer to pre-pandemic levels (2019: 58.2%), potentially due to rising repair costs, the impact of SST, and depreciation of the Ringgit.





The overall combined ratio in 2024 has surpassed pre-pandemic levels (2019: 92.9%), primarily due to the worsening Net Claims Incurred (NCI) ratio in the motor insurance segment post-pandemic. Specifically, the motor NCI ratio increased from 66.7% in 2023 to 68.6% in 2024, approaching the pre-pandemic level of 70.1% in 2019. This rise can be attributed to higher motor repair costs, driven in part by the increase in the Sales and Service Tax (SST) from 6% to 8%, effective 1 March 2024. Additionally, the depreciation of the Ringgit has made imported vehicle parts more expensive, further compounding the impact of the tax hike.^[5]

The ongoing shortage of skilled automotive technicians could potentially contribute to higher repair costs and longer vehicle servicing turnaround times, further increasing net claims incurred in motor insurance. Moreover, the high cost of replacing technologically advanced components, such as those found in vehicles equipped with Advanced Driver-Assistance Systems (ADAS), has also added to rising claims expenses.^[6] While ADAS technology is designed to enhance road safety and potentially reduce accident rates, the complexity and cost of repairing these systems when damaged remain significant contributors to overall claims inflation.^[7]

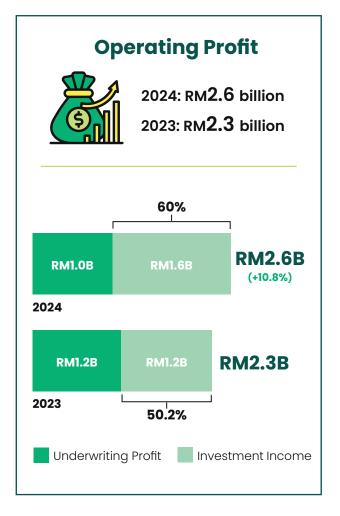
According to the first half of 2024 motor statistics from ISM, motor claims frequency has worsened by 1.3 percentage points over the past decade, rising from 5.0% in 2014 to 6.3% in 2023.^[8] Additionally, data from the Traffic Investigation and Enforcement Department of Malaysia reported a 9.7% increase in traffic accident cases, from 545,588 in 2022 to 598,635 in 2023.^[9] As part of PIAM's ongoing consumer education programmes, motorists are encouraged to adopt the five recommended driving tips, which include: driving with a large "anticipation zone" to gain a clear picture of what's ahead; keeping the radio at a reasonable volume; avoiding driving when under stress; maintaining full concentration on the road; and avoiding talking to passengers, though they may assist with navigation if needed.^[10]

NCI for fire slightly improved by 1.3% YoY; however, the general insurance industry to embrace flood risks due to climate change. The NCI ratio for the fire class slightly improved in 2024, decreasing to 34.1% from 35.4% in 2023. However, a concerning trend has emerged: floods are projected to increase by 20% over the next four years, according to climate change reports from the World Bank. Through its Consumer Education Programme, PIAM has urged consumers to secure comprehensive property protection against natural disasters, particularly by opting for special peril add-on coverage offered by market providers.^[11] Additionally, consumers are advised to take preventive measures, such as ensuring that waterways and water passages are kept clear, to minimise the impact of potential flooding.

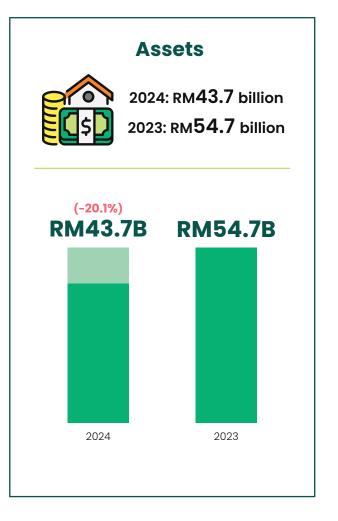
For the medical class, the NCI ratio further deteriorated, exceeding the pre-pandemic level (2019: 67.1%) at 68.3% (2023: 65.9%). This was largely driven by rising medical costs, significantly impacted by medical cost inflation.^[12] In 2024, the net commission ratio remained stable at 10.4%, while the management expense ratio slightly increased to 25.3% (2023: 24.6%), in line with the revision of the policy document on operating cost control.^[13]

11.0% YoY decrease in Underwriting Profit, mainly affected by increased NCI of 8.1% YoY.

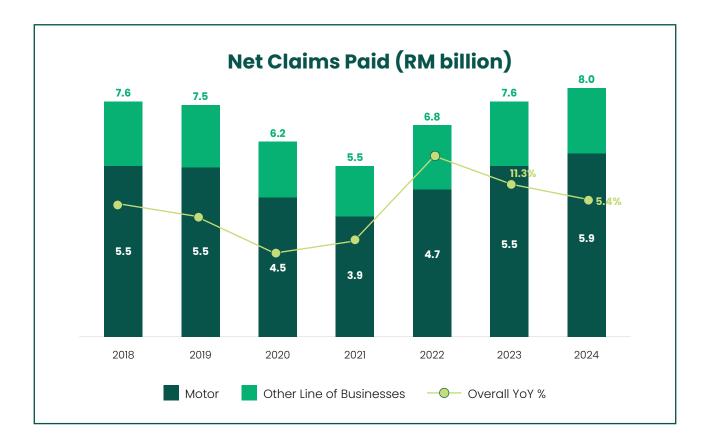
Net Earned Premium RM15.6B RM14.7B RM1.0B RM1.2B RM1.6B RM1.6B RM9.0B RM8.3B 2024 2023 Net Claims Management Incurred Expense Underwriting Net Commission Profit



Despite an 11.0% decline in underwriting profit, operating profit increased significantly by 10.8%, driven by substantial growth in investment income. The GI industry's investment income proportion rose from 50.2% in 2023 to 60.0% in 2024.



Total assets declined by 20.1% to RM43.7 billion in 2024, primarily due to a significant reduction in investments. Notable decreases were recorded in Malaysian Government Paper (-38.2% YoY), Malaysian Government-Guaranteed Loans (-65.2% YoY), and Corporate/Debt Securities (-38.9% YoY). 2024 recorded the highest claims paid in a decade at RM8.0 billion, with the majority represented by the motor class.



In 2021, GI claims paid reached the lowest level in a decade. However, claims have been rising sharply since then, surpassing pre-pandemic levels (2018) by 2024. Notably, 2024 recorded the highest claims paid in a decade, amounting to RM8.0 billion. Over the past ten years, motor claims have consistently made up the majority of total payouts, averaging RM5.0 billion annually, or 72.2% of total claims. In particular, motor claims payouts in 2024 surged to RM5.9 billion, reversing the downward trend observed during the pandemic years.

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	Gross Written Premium–RM (Million)					
Year	Motor	Fire	Marine, Aviation & Transit	Medical	Personal Accident	
2015	8,098.0	3,118.6	1,695.1	963.3	1,301.3	
2016	8,165.2	3,273.7	1,562.9	1,027.0	1,298.3	
2017	8,322.3	3,411.0	1,335.3	1,100.4	1,134.5	
2018	8,474.9	3,505.9	1,330.7	1,157.1	1,211.3	
2019	8,435.7	3,539.6	1,396.3	1,017.2	1,193.7	
2020	8,411.9	3,611.5	1,375.4	1,000.7	994.1	
2021	8,238.0	3,804.1	1,418.5	968.4	1,011.0	
2022	8,989.8	4,054.3	1,510.5	976.4	1,446.2	
2023	9,757.8	4,464.6	1,598.4	1,078.4	1,212.3	
2024	10,408.9	4,723.2	1,826.0	1,186.6	1,391.1	

	Gross Written Premium—RM (Million)					
Year	Bonds	Contractor's All Risks & Engineering	Liability	Workmen's Compensation & Employers' Liability	Others	
2015	60.6	670.1	560.6	232.3	783.3	
2016	74.2	695.7	577.1	220.2	779.3	
2017	75.3	724.5	565.0	219.8	765.6	
2018	64.4	586.2	605.6	209.9	772.1	
2019	69.7	546.9	645.6	86.4	840.0	
2020	65.3	625.2	690.9	75.6	809.1	
2021	63.7	962.6	756.0	77.5	831.0	
2022	83.6	1,012.5	835.3	81.0	901.6	
2023	83.9	1,359.8	953.1	88.4	977.6	
2024	101.4	1,321.2	1030.3	97.3	966.8	

Source: ISM Statistical Bulletin (SB-FINANCE-00001-25), 31st Jan 2025.

	Net Claims Incurred Ratio					
Year	Motor	Fire	Marine, Aviation and Transit	Medical	Personal Accident	
2015	72.0%	28.3%	34.7%	54.0%	25.9%	
2016	66.9%	27.7%	40.3%	70.5%	28.8%	
2017	70.4%	27.6%	35.5%	71.1%	31.7%	
2018	70.4%	28.7%	39.9%	73.2%	35.9%	
2019	70.1%	27.6%	43.6%	67.1%	33.3%	
2020	62.5%	31.4%	37.4%	56.9%	27.6%	
2021	55.6%	39.7%	43.4%	53.9%	21.7%	
2022	65.3%	29.5%	44.2%	61.3%	24.8%	
2023	66.7%	35.4%	26.6%	65.9%	28.8%	
2024	68.6%	34.1%	36.6%	68.3%	34.7%	

	Net Claims Incurred Ratio					
Year	Bonds	Contractor's All Risks & Engineering	Liability	Workmen's Compensation & Employers' Liability	Others	
2015	9.4%	56.7%	17.4%	9.4%	48.8%	
2016	7.1%	47.5%	24.2%	9.9%	44.2%	
2017	5.9%	77.1%	37.5%	10.5%	44.0%	
2018	9.0%	64.3%	39.9%	9.9%	45.9%	
2019	9.3%	133.0%	35.8%	12.4%	43.8%	
2020	24.1%	91.3%	42.1%	-0.9%	37.1%	
2021	14.9%	104.1%	42.1%	-3.9%	39.4%	
2022	3.9%	80.4%	32.7%	-2.0%	45.2%	
2023	12.7%	79.5%	36.4%	4.0%	51.0%	
2024	4.7%	45.0%	42.4%	-3.3%	37.4%	

Source: ISM Statistical Bulletin (SB-FINANCE-00001-25), 31st Jan 2025.

	Underwriting Experience—RM (Million)					
Year	Net Earned Premium	Net Claims Incurred	Net Commission	Management Expenses	Underwriting Results	
2015	12,548.4	7,090.4	1,246.9	2,747.5	1,463.6	
2016	12,822.9	6,991.9	1,270.9	3,030.6	1,529.5	
2017	13,038.0	7,502.7	1,309.7	3,174.6	1,051.0	
2018	13,400.9	7,789.6	1,327.1	3,147.5	1,136.7	
2019	13,374.5	7,778.0	1,330.1	3,310.3	956.1	
2020	13,105.5	6,926.2	1,302.0	3,374.5	1,502.9	
2021	13,080.0	6,541.0	1,302.5	3,220.5	2,016.1	
2022	13,964.2	7,501.6	1,533.2	3,362.2	1,567.3	
2023	14,670.7	8,311.2	1,591.8	3,604.1	1,163.6	
2024	15,590.3	8,983.8	1,628.9	3,942.1	1,035.5	

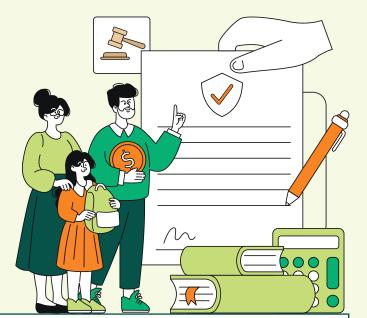
	Key Ratios					
Year	Net Claims Incurred Ratio	Net Commission Ratio	Management Expense Ratio	Combined Ratio		
2015	56.5%	9.9%	21.9%	88.3%		
2016	54.5%	9.9%	23.6%	88.1%		
2017	57.5%	10.0%	24.3%	91.9%		
2018	58.1%	9.9%	23.5%	91.5%		
2019	58.2%	9.9%	24.8%	92.9%		
2020	52.8%	9.9%	25.7%	88.5%		
2021	50.0%	10.0%	24.6%	84.6%		
2022	53.7%	11.0%	24.1%	88.8%		
2023	56.7%	10.9%	24.6%	92.1%		
2024	57.6%	10.4%	25.3%	93.4%		

Source: ISM Statistical Bulletin (SB-FINANCE-00001-25), 31st Jan 2025.

Principal Law Concerning General Insurance

The Financial Services Act 2013 (FSA) is the primary legislation governing Malaysia's insurance industry, alongside other financial sectors. The FSA repeals and replaces the Insurance Act 1996, consolidating its provisions with those of other repealed laws, while modernising the regulatory framework to promote financial stability and enhance consumer protection.

Licences and approvals issued under the repealed Insurance Act remain valid under the FSA, ensuring a seamless transition for industry stakeholders.



Objectives of the FSA in the Insurance Industry



To promote financial stability within the insurance sector by ensuring that insurers operate in accordance with prudential standards.



To enhance consumer protection through mandated transparency, fair practices, and accessible mechanisms for dispute resolution.



To modernise the regulatory framework, aligning it with international best practices and fostering a competitive insurance market.

Key Provisions of the FSA Relevant to the Insurance Industry



Prohibition of Composite Licences

The FSA prohibits insurers from simultaneously conducting both life and general insurance business under a single licence. Insurers with composite licences are required to restructure, either by separating or divesting one line of business to comply.

This provision is designed to reduce conflicts of interest, encourage specialisation, and align Malaysia's insurance practices with global standards.

Regulation of Insurance Operations



The FSA places emphasis on sound governance and operations within insurance companies to ensure financial stability and the protection of policyholders.

Insurers must implement robust risk management frameworks and meet minimum solvency requirements to maintain their claims-paying ability.

Oversight by Bank Negara Malaysia (BNM) ensures adherence to prudential standards, ethical business practices, and strong governance.

Consumer Protection in Insurance



Insurers are required to disclose all material information about their products, including policy terms, exclusions, and renewal conditions, to ensure transparency.

A mandatory cooling-off period is provided for new insurance policies, allowing policyholders to cancel within a specified timeframe should they reconsider their decision.

BNM enforces fair trade practices among insurers and intermediaries, prohibiting misrepresentation, fraud, and unfair contract terms.

Enforcement and Supervision

Bank Negara Malaysia (BNM) plays a central role in enforcing the FSA's provisions in the insurance sector. It has the authority to conduct inspections, issue directives or regulatory instruments, and apply corrective measures where necessary.

Non-compliance with FSA requirements can result in severe penalties, including fines, suspension, or revocation of licences.



Roll of Honour 1979–2026

Area Mr Antony Lee AlG Malaysia Insurance Berhad AlG Malaysia Insurance Berhad Pe Mr Ng Kok Kheng urance Berhad Great Eastern General Insurance (Malaysia) Berhad Pe Mr Ng Kok Kheng urance Berhad Mr Ng Kok Kheng Great Eastern General Insurance (Malaysia) Berhad Mr Ng Kok Kheng Great Eastern General Insurance (Malaysia) Berhad Mr Ng Kok Kheng Great Eastern General Insurance (Malaysia) Berhad Mr Ng Kok Kheng Great Eastern General Insurance (Malaysia) Berhad Mr Ng Kok Kheng
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k Guan (Malaysia) Berhad r 2012) Mr Chua Seck Guan
(N k (N

2011-2012

En Hashim Harun (Malaysian Reinsurance Berhad)

Kurnia Insurans (Malaysia) Berhad

Mr Wong Kim Teck

TERM	CHAIRMAN	DEPUTY CHAIRMAN
2010–2011	En Hashim Harun Malaysian Reinsurance Berhad	Mr Tan Kok Guan Lonpac Insurance Berhad
2009–2010	En Hashim Harun Malaysian Reinsurance Berhad	Mr Jahanath Muthusamy AXA Affin General Insurance Berhad
2008–2009	Mr Cliff Lee Koon Yew Tahan Insurance Malaysia Berhad (from 13 March 2008 to 31 March 2009)	En Mohd Yusof Idris Oriental Capital Assurance Berhad
2007–2008	En Zainal Abidin Mohd Noor Etiqa Insurance Berhad (from 20 April 2007 to 29 February 2008)	Mr Cliff Lee Koon Yew Tahan Insurance Malaysia Berhad
2006–2007	En Hashim Harun Uni.Asia General Insurance Berhad	En Mohd Yusof Idris Oriental Capital Assurance Berhad
2005–2006	En Hashim Harun Uni.Asia General Insurance Berhad	En Anuar Mohd Hassan Malaysian National Reinsurance Berhad
2002–2005	En Anuar Mohd Hassan Malaysian National Reinsurance Berhad	En Hashim Harun Uni.Asia General Insurance Berhad
2000–2002	En Kassim Zakaria Mayban General Assurance Berhad	En Anuar Mohd Hassan Malaysian National Reinsurance Berhad
1999–2000	En Anuar Mohd Hassan Malaysian National Reinsurance Berhad	-

TERM	CHAIRMAN	DEPUTY CHAIRMAN
1997–1999	En Anuar Mohd Hassan Malaysian National Reinsurance Berhad	Mr Adrian Loh Heong Chov Kurnia Insurans (M) Berhad
1994–1997	Mr Adrian Loh Heong Chow Hong Leong Assurance Berhad	En Anuar Mohd Hassan Malaysian National Reinsurance Berhad
1993–1994	En Subri Abdullah Malaysian Co-operative Insurance Society Ltd	En Dzulkifli Mohd Salleh Malaysian National Reinsurance Berhad
1990–1993	En Dzulkifli Mohd Salleh Malaysian National Reinsurance Berhad	En Subri Abdullah Malaysian Co-operative Insurance Society Ltd
1988–1990	YBhg Datuk Abdul Latiff Hussain Malaysia British Assurance Berhad	En Dzulkifli Mohd Salleh Malaysian National Reinsurance Berhad
1985–1988	En Dzulkifli Mohd Salleh Malaysian National Reinsurance Berhad	Mr Lau Khuan Siew Malaysia British Assurance Berhac
1984–1985	Tuan Haji Mansor Masikon Progressive Insurance Sdn Berhad	En Abdullah bin Ishak Arab Malaysian Insurance Sdn Berhad
1982–1984	Tuan Hj Shukor Hj Hassan South East Asia Insurance Berhad	Mr Warrick K.C. Lim East West Insurance Berhad
1981–1982	Tuan Hj Shukor Hj Hassan South East Asia Insurance Berhad	Mr J.D. Lewis The London Assurance
1979–1981	YB Dato' Haji Nik Hassan bin Haji Wan Abdul Rahman Malaysia Pacific Insurance Co Berhad	Mr J.D. Lewis The London Assurance

Members' Directory

General Insurance

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Allianz General Insurance Company (Malaysia) Berhad Level 29, Menara Allianz Sentral 203, Jalan Tun Sambanthan Kuala Lumpur Sentral 50470, Kuala Lumpur	Tel: 1 300 22 5542 (within Malaysia) Tel: 603 2264 0700 (outside Malaysia) Email: customer.service@allianz.com.my www.allianz.com.my
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Chubb Insurance Malaysia Berhad 18 th Floor, Wisma Chubb 38, Jalan Sultan Ismail 50250, Kuala Lumpur	Tel: 1 800 88 3226 (within Malaysia) Tel: 603 2058 3000 (outside Malaysia) Email: Inquiries.MY@chubb.com www.chubb.com/my
Etiqa Insurance Berhad Dataran Maybank No. 1, Jalan Maarof 59000, Kuala Lumpur	Tel: 1 300 13 8888 Email: info@etiqa.com.my www.etiqa.com.my
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	Kurnia Insurans Tel: 1 800 88 3833 Email: customer@kurnia.com www.kurnia.com
	AmAssurance Tel: 1 800 88 6333 customer@amassurance.com.my www.amassurance.com.my
Lonpac Insurance Bhd 6 th Floor, Bangunan Public Bank 6, Jalan Sultan Sulaiman 50000, Kuala Lumpur	Tel: 03 2262 8688/03 2723 7888 Email:customerservice@lonpac.com www.lonpac.com
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Swiss Re Asia Pte. Ltd., Malaysia Branch Level 11, Unit 01, Menara IQ Lingkaran TRX 55188 Tun Razak Exchange, Kuala Lumpur	Tel: 603 6416 7800 www.swissre.com
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PIAM would also like to thank the officers of Bank Negara Malaysia (BNM), Ministry of Finance (MOF), Ministry of Transport (MOT), Royal Malaysian Customs Department, Royal Malaysian Police/ Polis DiRaja Malaysia (PDRM), Road Safety Department/ Jabatan Keselamatan Jalan Raya (JKJR), Jabatan Pengangkutan Jalan (JPJ), Insurance Services Malaysia (ISM), Financial Markets Ombudsman Services (FMOS), Asian Institute of Insurance (AII), Vehicle Theft Reduction Council (VTREC), Motor Insurers Bureau (MIB), Malaysian Motor Insurance Pool (MIIP) and many other key stakeholders for their steadfast support and invaluable guidance.



Disclaimer

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Persatuan Insurans Am Malaysia

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