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# New identity propels trusted brand forward

**T**OKIO Marine recently unveiled a new identity for its collective corporate brand, Tokio Marine Insurance Group, which consists of its life and non-life insurance companies in Malaysia.

This rebranding reflects a renewed commitment to provide a unified customer experience through a one-stop marketing platform of insurance solutions that meets the various needs of customers.

A new corporate website has been launched, exhibiting the new brand colours and providing customers, business partners and advisers a platform from which they can access information.

In addition, the Ready For What's Next campaign was launched nationwide in April on major media platforms.

The campaign focused on key moments and decisions that people make in their lives and how the insurance solutions offered by Tokio Marine Insurance Group can meet their needs and challenges at different life stages.

Tokio Marine Insurance Group supports customers' aspirations with a pragmatic approach and an objective of making progress a personal matter.

Tokio Marine's commitment to its customers in their life journey is reflected in the company's Arc of Progress graphic element.

The Arc of Progress also represents Tokio Marine's intention to stay true to its heritage while portraying the company as a dynamic and progressive organisation.

The rebranding marks another important milestone in Tokio Marine's 65-year history of operating in Malaysia.



Tokio Marine recently launched a new brand identity to reflect its commitment to provide a unified customer experience.

It further unites its businesses and gives both its life and general insurance companies wider reach in the local insurance industry.

A unified brand gives customers the confidence that Tokio Marine is a trusted brand that is capable of taking care of all their insurance needs.

## Much to offer

Tokio Marine prioritises its customers and upholds this principle at the core of all its products and services.

The company has formed robust strategies and infrastructure in the way it operates, establishing a broad distribution network based on multiple partnerships, joint

ventures and collaborations with agency channels, brokers, intermediaries and banks.

It continuously works to ensure that its policies offer full coverage with minimal disparities.

Some of its sought-after insurance products that are based on this winning formulation include:

### ● Marine cargo insurance –

The technical expertise, state-of-the-art eMarine platform and dedicated global team of claim, recovery and loss control specialists that offer timely policy underwriting, issuance and claims processing. It has earned the company the reputation as a leading global player in marine insurance.

● **Risk engineering** – Catering to the ever-growing demand for manufacturing and construction insurance solutions, Tokio Marine has a risk management support team consisting of highly trained and qualified risk engineers experienced in identifying potential hazards and mitigating risks.

● **Personal** – Tokio Marine caters to the rising demand for insurance coverage of personal accidents, health, property and travel as well as other services such as card protection and travel related services.

● **Life insurance** – While it may be exciting to think about the future, you may also have concerns about protecting your

## About Tokio Marine

ESTABLISHED in 1879 as the first insurance company in Japan, Tokio Marine has grown over the decades and now offers an extensive selection of general and life insurance products and solutions.

With presence in 37 countries and expanding, Tokio Marine ranks as one of the world's most globally diversified and financially secure insurance groups.

Tokio Marine Life is a member of Tokio Marine Group in Japan and has more than 17,000 employees and 46,000 agents operating in 456 cities across 37 countries.

Both Tokio Marine Life Insurance Malaysia Bhd and Tokio Marine Insurans (Malaysia) Berhad are member companies of Tokio Marine Holdings Inc in Japan.

Tokio Marine Insurans (Malaysia) Berhad or TMIM is a subsidiary of Tokio Marine Asia Pte Ltd Singapore and its ultimate holding company is Tokio Marine Holdings Inc in Japan.

loved ones, paying off a house loan, providing a good education for your children and retiring comfortably. Hence, Tokio Marine offers a comprehensive suite of life insurance and wealth solutions that can help secure you and your family's future.

■ For more information, visit [www.tokiomarine.com](http://www.tokiomarine.com)