



PRESS RELEASE

FOR IMMEDIATE RELEASE

8 February, 2019

PAUL LOW TAKES THE HELM AT ETIQA LIFE INSURANCE BERHAD

Kuala Lumpur - Etiqa Life Insurance Berhad announced the appointment of Paul Low Hong Ceong as its new Chief Executive Officer, effective 7 February 2019.

Paul reports directly to the Group Chief Executive Officer of Etiqa Insurance & Takaful, Kamaludin Ahmad, and is responsible for driving the life insurance business and overseeing the performance of Etiqa Life Insurance Berhad in Malaysia.

Kamaludin said, "We are pleased to welcome Paul to Etiqa. He brings with him vast experience in the life insurance industry, mainly with multi-national insurance companies. We look forward to leveraging on his expertise to further drive Etiqa's commitment to creating a Fast & Easy experience for our customers, whether it is to purchase, submit claims or receive payouts."

In addition, Paul's appointment now completes all new CEO appointments for Etiqa since it became four organizations comprising of Etiqa General Insurance Berhad, (EGIB), Etiqa Life Insurance Berhad (ELIB), Etiqa General Takaful Berhad (EGTB) and Etiqa Family Takaful Berhad (EFTB) in support of Bank Negara Malaysia's Financial Services Act 2013 & Islamic Financial Services Act 2013 in January 2018," he added.

Paul has a proven track record of over 30 years in the life insurance, financial planning and wealth management industry with broad-based management exposure spanning strategic business transformation and agency development & management mostly with multi-national insurance players both in Malaysia and Greater China including MetLife USA; AIA Malaysia; CITI Prudential China and ING Capital Life China, where he held various senior positions. He joins Etiqa Life Insurance from Manulife Malaysia where he was Chief Executive for Manulife Wealth Advisors & Chief Success Officer for Manulife Centre for Success. Prior to Manulife Malaysia and upon his return from China, Paul was Managing Director/ Chief Executive Officer of Am Metlife Insurance where he successfully turned around the company to a profitable position within 2 years.

Paul holds a Bachelor of Science from the University of Southwestern Louisiana, Louisiana, USA as well as a Master of Business Administration from McNeese State University, Lake Charles, Louisiana, USA.

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About Etiqua

Etiqua is a true multi-channel distributor of Insurance and Takaful products via its 10,000 agency force, 24 Insurance and Takaful branches, more than 350 Maybank branches, ATMs and other third-party banks, providing full accessibility and total convenience to customers in Malaysia. Regionally, we have expanded our wings and set up base in Singapore, the Philippines and also Indonesia.

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