

premium

THE UNI.ASIA GENERAL QUARTERLY



*Celebrating 30 years
of putting our customers first*



CEO's message

Celebrating 30 brilliant years!

This issue celebrates the 30 years of Uni.Asia General Insurance Berhad and we would like to think that we have lived-up to our vision statement "To be the leading insurer of choice delivering financial solutions that fulfil today's needs and tomorrow's dreams through exceptional personalised service for life".

Serving our customers through 26 branches and 2,000 agents nationwide, we are doing our best to bring them 'first class service' coupled with innovative and dynamic products that answer their needs time and again.

Considering how far we have come and how well we have done, I would say we should give ourselves a pat on the back as we celebrate 30 years of hard work, dedication and determination to succeed.

However much we succeed, we stay grounded through the realisation that there is always room for improvement. We have pumped out more resources for outdoor advertising so that our branding presence is increased in Kuala Lumpur.

A restructuring exercise was also carried out in the Central and Southern Regions so our resource allocations could be improved and our managerial supervision enhanced. More details are available in this issue, so why not give it a quick read.

After 30 years in an aggressive and challenging industry, we know just how tough it can be to make a success of it sometimes. That is why in this issue we had a one-on-one with Uji Kamaruddin, our agent in Pahang, to find out how she applies her business knowledge and selling skills when it comes to running her agency.

Like our agents who are the 'life' of our company, our staff are equally important to us. In our recent Staff Recognition Programme, 10 exceptional employees stood out from the rest to earn high redemption points for sales they made. This is teamwork at its very best... so 'thank you' for pooling your resources to make Uni.Asia General Insurance Berhad stronger and better everyday.

Finally, do read how our football champs are blazing a trail of victory. I wish them all the best in chalking-up even more wins as they move closer to the finals of the PBKL Division 2 League 2007!

Till we meet again in the next issue, I wish everyone at Uni.Asia General Insurance Berhad a happy 30th Anniversary. It is YOU who have taken us this far and it is my firm belief that as a company, we can achieve even greater heights of success in the years to come.

Yours sincerely,

Hashim Harun
Chief Executive Officer/Managing Director

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BUILDING TRUST for 30 years



THROUGH THE YEARS... Historic moments that paved the way for Uni.Asia General to become one of the country's leading insurers today.

After riding the wave of numerous challenges and big breaks, spot-on sales strategies and an ever growing, capable sales force, Uni.Asia General Insurance Berhad is celebrating its 30th Anniversary in Malaysia. We've certainly come a long way and are proud of our reputation as a leading insurer in the market today.

Licensed in 1977 as South East Asia Insurance, the company was acquired by the DRB-HICOM Group in November 1995. Later in November 2002, the company acquired Overseas Union Insurance Berhad and by May 2003, a strategic alliance between the DRB-HICOM Group and United Overseas Bank Group led to the creation of the holding company, Uni.Asia Capital Sdn Bhd.

Adopting a new core philosophy to offer total protection to everyone, South East Asia Insurance Berhad became Uni.Asia General Insurance Berhad.

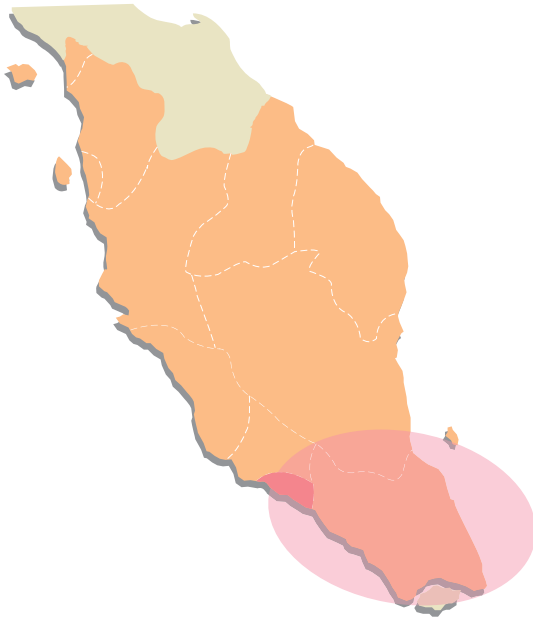
Since then the company has been on a roll, launching new products of every kind to suit the needs of their ever-increasing customer base. Among the more notable are BizInsure, AutoPlus and the Chevy Auto Insurance Programme, all launched in 2004. That same year, a massive RM3 million advertising campaign was launched to bolster the company's presence in the market-place.

The year 2005 saw even more products introduced like the Porsche Priority Plan, AutoStar and BisPro.

Today Uni.Asia General Insurance Berhad can take pride in the fact that the company has been building trust among its agents and customers as a reputable insurer. May many more profitable years be in store for the company.



NEW BRILLIANT GLOBE... May 6, 2003 saw the launch of Uni.Asia's new logo by the then Deputy Finance Minister Dato' Chan Kong Choy (right) & CEO of UOB Malaysia Mr. Chan Kok Seong (left).



GREATER EFFICIENCY... The Central & Southern Regions have become key operating hubs to ensure more efficiency in the running of Uni.Asia General.

Restructuring for **GREATER EFFICIENCY**

A restructuring exercise for the Central and Southern Regions was carried out to help improve resource allocation and enhance managerial supervision. As such the Melaka branch now reports directly to the Southern Region, a move that was implemented on 1 April this year. This means Mr. Teh Nam Hui reports to Mr. Matthew Francis Netto, the Regional Manager of the Southern Region.

With the closure of the Kluang branch, the Southern Region now consists of four branches namely Johor Bahru, Batu Pahat, Muar and Melaka. The Central Region meanwhile manages the branches of Central KL, Taman Tun, Klang, Wangsa Maju and Seremban.

10 OUTSTANDING STAFF hit the mark

STAFF RECOGNITION PROGRAMME



Here are the Top 10 staff of Uni.Asia General Insurance Berhad who have done the company proud. This shows that not only are these individuals adept at their jobs, they're pretty persuasive salespeople too!

The ranking below is from 1 April 2007 - 31 May 2007. Staff are allowed to accumulate their redemption points until 30 September 2007.

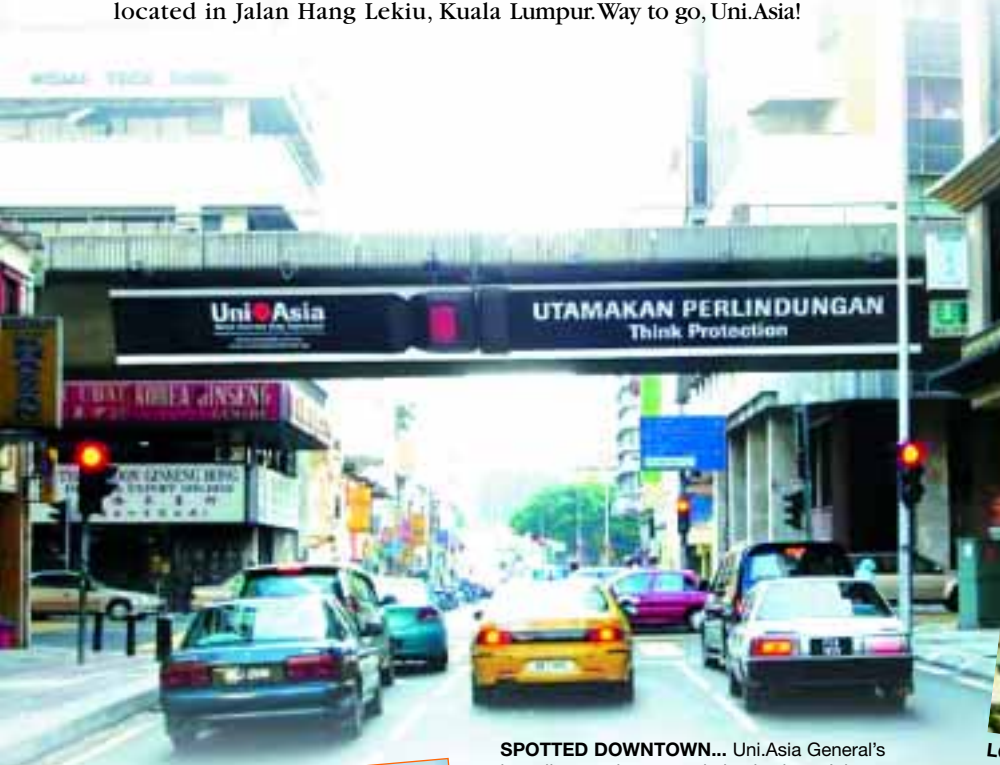
Staff Recognition Programme (Second Phase) Results for April 2007 - May 2007 (Flexicare Product)

| No. | Staff Name | Branch | Redemption Points Accumulated |
|--------------|-------------------------------|-------------|-------------------------------|
| 1 | Chan Choy Yoong | Call Centre | 1,760 |
| 2 | Nooridah Abu Hanipah | Ipoh | 1,760 |
| 3 | Saidah Mamat Sah | Johor Bahru | 1,040 |
| 4 | Zainab Zainal Abidin | Kota Bharu | 510 |
| 5 | Adli Khairuz Ramli | Kota Bharu | 510 |
| 6 | Haji Husni Abdullah | Kota Bharu | 510 |
| 7 | Liew Shui Len | Sandakan | 510 |
| 8 | Marqures @ Marqueres Malijiin | K. Kinabalu | 170 |
| 9 | Roshidah Abdullah | Sg. Petani | 170 |
| 10 | Lam Sow Yoke | Sitiawan | 128 |
| TOTAL | | | 7,068 |

Uni.Asia is on **STAR!**

Riding on the success of its last advertising endeavour, Uni. Asia General Insurance Berhad made a bold decision to reach out to the masses by making its advertising presence on the STAR-LRT Train & viaducts in April this year.

Its advertisements can be seen on six STAR-LRT coaches and a viaduct panel located in Jalan Hang Lekiu, Kuala Lumpur. Way to go, Uni.Asia!



WE'VE GOT IT COVERED...
The branding even appears on the top portion of the STAR-LRT coaches for better visibility.



LOUD & CLEAR... Hear the train & see the orange dots passing overhead on STAR-LRT coaches as part of Uni.Asia General's advertising campaign.

SPOTTED DOWNTOWN... Uni.Asia General's branding can be spotted clearly along Jalan Hang Lekiu in the heart of Kuala Lumpur.



PROTECTION RAIN OR SHINE...
All AutoStar cardholders are now also MASA members who enjoy free towing & roadside repairs.

Changes in **AutoStar** benefits

While all else remains the same for AutoStar cardholders, some pertinent changes have been made to the benefits members will enjoy in the future. Instead of arrangements for free towing within a 100-kilometre radius, free towing is now only applicable within a 50-kilometre radius.

Apart from this, all AutoStar cardholders are automatically members of MASA (Multi Automotive Service and Assist Sdn Bhd). This is great news considering MASA provides all AutoStar cardholders free towing and roadside repair services.

Now you can sit back safe knowing that you will receive automatic assistance when you need it most!

THE SECRET

behind Uji's success

Uji Kamaruddin set-up her agency, Uji Agency as a one-woman show in Temerloh, Pahang. A Uni.Asia General agent since 1999, her story is one of sheer determination, belief in oneself and an undying loyalty to the company she represents.



TOUGH LADY... Uji knows what hard work is & plans to expand her business aggressively.

Q: How did you start your business?

A: After getting married in 1996, I moved to Temerloh and began working as an insurance agent. After three years, I joined Uni.Asia.

Q: Why did the insurance industry interest you?

A: Well after working in an insurance company and subsequently becoming an agent myself, I realised just how much of a lucrative business it could be for my family and I.

Q: What are the major challenges you face in the general insurance industry today?

A: It's a highly challenging and competitive industry coupled with the fact that customers are more discerning today. They demand the best.

Q: What would you say is the secret of your success?

A: I live by the philosophy that the "Customer Is Always Right!" It helps satisfy my customers' needs and builds their trust in me as well.

Q: What are your future plans for your company?

A: I'm determined to expand my business and if possible monopolise the insurance sector in my district.

Q: The minimum maintenance contract requirement for agents has been introduced by PIAM. How do you think it affects agents?

A: It is a positive move in the right direction and helps motivate agents to excel in their business. It also helps boost their earnings opportunity and strengthens their commitment to achieve even better results.

Q: What do you enjoy doing during your free time?

A: I love spending time with my family and going sightseeing.

Q: What is your most memorable occasion with Uni.Asia General?

A: I was overjoyed to be invited for the first time ever to the Agents and Dealers Convention in Kota Kinabalu in 2006.

Q: Can you tell us a little about your family?

A: I am the second in my family and have two other siblings. Now that I am married, I have five children of my own.

Q: Can you tell us a little about your education and career before joining the insurance industry?

A: Once I completed my education, I joined an insurance company, got married and started the insurance business that I own today.

Q: If you had not joined the insurance industry, what would you be doing now?

A: If I hadn't ventured into insurance, I would most probably be a full-time housewife.

Q: How would you describe yourself?

A: I'm a rather happy-go-lucky woman who's open-minded.

Q: What is the best piece of advice you would give to someone interested in joining the insurance industry?

A: The customer is the most important person out there and the key to your success as a business person.

Q: What motivates you?

A: Seeing customers who are satisfied with my service and who stay loyal to me.



STAFF MOVEMENT from 1/04/2007 to 30/04/2007

| APPOINTMENT | DESIGNATION | BRANCH/DEPT. | W.E.F |
|------------------------------------|--|---------------------------------------|-----------|
| T. Sivapalan a/l Tharmapalan | General Manager | Underwriting | 01-Apr-07 |
| Abu Bakar Hashim | Executive | Bodily Injury | 01-Apr-07 |
| Deva Raj a/l Supiramaniyam | Underwriting Surveyor | Central Region | 01-Apr-07 |
| Jeffery Seruji | Manager - Business Development | East Malaysia Region | 04-Apr-07 |
| Azman Jaafar | Executive - Warranty | Sales & Business Development | 12-Apr-07 |
| RESIGNATION/RETIREMENT | DESIGNATION | BRANCH/DEPT. | W.E.F |
| Asogan a/l Perumal | Executive | Information Technology | 04-Apr-07 |
| Mohd Zaini Abu Kasim | Executive | Klang | 13-Apr-07 |
| Lau Hong Yen | Sr. Executive - Business Development | Johor Bahru | 14-Apr-07 |
| Jesintha Pereira | Admin. Assistant | Johor Bahru | 15-Apr-07 |
| Muhamad Hilmi Milatusamshi | Executive | Finance & Accounts | 17-Apr-07 |
| Ernie Bindip | Executive | East Malaysia Region | 18-Apr-07 |
| Charkunan a/l Karuppannan | Assistant Manager | Sales & Business Development | 26-Apr-07 |
| Nurul Hisham Johari | Admin. Assistant | Finance & Accounts | 27-Apr-07 |
| Yahani Hashim | Manager | Support & Compliance | 30-Apr-07 |
| TRANSFER/RESTRUCTURE | PREVIOUS DESIGNATION/BRANCH | NEW DESIGNATION/BRANCH | W.E.F |
| Putri Khairunnisa Md Zain | Admin. Assistant/Kluang | Batu Pahat | 01-Apr-07 |
| Nalini a/p Pakerisamy | Admin. Assistant/Kluang | Batu Pahat | 01-Apr-07 |
| Lai Yi Fan | Executive - Business Dev./Kluang | Batu Pahat | 01-Apr-07 |
| Ridani Ashari | Executive/Kluang | Batu Pahat | 01-Apr-07 |
| Meninderjit Singh a/l Surjan Singh | Executive - Business Dev./Wangsa Maju | TTDI | 01-Apr-07 |
| Nini Suryantie Hashim Kamal | Admin. Assistant/Sales & Business Dev. | KL Main - Corporate Broking | 02-Apr-07 |
| Mohd Jamal Bin Mohamed Sain | Senior Manager/Sales & Business Dev. | KL Main - Corporate Broking | 02-Apr-07 |
| Richard Wee Kok Fei | Manager/Bancassurance | Personal Line - Sales & Business Dev. | 09-Apr-07 |
| Aidell Madian | Executive/East Malaysia Region | Kuching | 20-Apr-07 |
| PROMOTION/REDESIGNATION | PREVIOUS DESIGNATION/BRANCH | NEW DESIGNATION/BRANCH | W.E.F |
| Rajendran Vajiram | Branch Manager/Kluang | Manager/ Southern Region | 01-Apr-07 |
| Syeikh Nazri Kamarudin | Assistant Manager/KL Main Retail | Manager/Sales & Business Dev. | 02-Apr-07 |

STAFF MOVEMENT from 1/05/2007 to 31/05/2007

| APPOINTMENT | DESIGNATION | BRANCH/DEPT. | W.E.F |
|----------------------------|--|------------------------------|-----------|
| Abu Hanafiah Abdul Samah | Executive - Business Development | Seremban | 03-May-07 |
| Johnatan Lee Sing Teck | Executive - Business Development | Johor Bahru | 03-May-07 |
| Tang Chong Ing | Executive - Business Development | Miri | 03-May-07 |
| Wee Kah Yaen | Secretary | Underwriting | 03-May-07 |
| Hasimah Razak | Analyst Programmer | Information Technology | 03-May-07 |
| Siti Fatimah Sulieman | Executive | Southern Region | 03-May-07 |
| Khairul Izha Ahmad Rusdan | Executive | Klang | 14-May-07 |
| Mohamed Nazry Abd Malik | Executive | Sales & Business Development | 14-May-07 |
| Threesia @ Thressia M Umar | Executive - Business Development | Tawau | 14-May-07 |
| Edzrin Mustapha | Executive | Investment | 16-May-07 |
| RESIGNATION/RETIREMENT | DESIGNATION | BRANCH/DEPT. | W.E.F |
| Tan Ming Guan | Branch Manager | Johor Bahru | 12-May-07 |
| Hania Fira Ismail | Admin. Assistant | Klang | 29-May-07 |
| Bong Young Choy | Senior Manager | Bancassurance | 31-May-07 |
| TRANSFER/RESTRUCTURE | PREVIOUS DESIGNATION/BRANCH | NEW DESIGNATION/BRANCH | W.E.F |
| Mahatom Arifin | Admin. Assistant/Northern Region | Penang | 12-Mar-07 |
| Noor Zarina Rashid | Admin. Assistant/Underwriting | Finance & Accounts | 02-Apr-07 |
| Mohd Daud Ab Rahim | Admin. Assistant/Support & Compliance | Finance & Accounts | 02-Apr-07 |
| Mohd Zabidi Zakaraya | Executive - Business Dev./Central KL | Wangsa Maju | 01-May-07 |
| Matthews a/l George | Assistant Manager/Branch Claims Admin. | Underwriting Department | 21-May-07 |
| PROMOTION/REDESIGNATION | PREVIOUS DESIGNATION/BRANCH | NEW DESIGNATION/BRANCH | W.E.F |
| Lim Siew Lean | Acting Branch Manager/Butterworth | Branch Manager | 01-May-07 |
| Suhana Mohamad Aziz | Admin. Assistant/Central KL | Executive - Business Dev. | 01-May-07 |
| Rajendran Vajiram | Manager/Southern Region | Branch Manager/Johor Bahru | 13-May-07 |
| Aravinthar a/l Maniam | Surveyor/Central Region | Assistant Manager | 21-May-07 |

Bend it like our **CHAMPS!**

Our champs are bending it like Beckham and coming out tops! So a big congratulation goes out to Uni.Asia General's Football Club for beating Cyberlink College 5 - 0 in their 9th game despite losing to Kakep 1 - 3 in the 10th game in the PBKL Division 2 League 2007!

Here are the previous results...

| | | | | | |
|----------|---|-------|-------|-------|---------------------------------|
| 7 April | : | UAGFC | loses | 0 - 3 | to Deloitte Warriors |
| 14 April | : | UAGFC | draws | 1 - 1 | with Putra Ria |
| 22 April | : | UAGFC | wins | 3 - 1 | against Air Panas |
| 5 May | : | UAGFC | wins | 3 - 2 | against Gold Valley |
| 7 May | : | UAGFC | wins | 3 - 0 | against Kempen |
| 12 May | : | UAGFC | wins | 3 - 0 | against Taman Cheras Jaya |
| 19 May | : | UAGFC | wins | 5 - 0 | against Maybank Insurance Group |
| 16 June | : | UAGFC | wins | 7 - 1 | against PAUS |



EVEN BECKHAM WOULD BE PROUD!... The champs looking rather pleased with their performance thus far in the PBKL Division 2 League 2007.

