



Press Release

Etiqua Opens First Customer Service Centre in Singapore

One-stop Centre Caters to Growing Customer Base

Singapore, 2 October 2015 -- Etiqua Insurance will open a new customer service centre at 16 Raffles Quay on 2 October, as part of its expansion in the country. The life and general insurer aims to enhance consumer experience by offering services conveniently at its one-stop centre.

Customers can pay premiums, make changes to their policies, enquire in person about products and even transact online at Etiqua@Robinson. The centre is located at Hong Leong Building.

The centre features a self-service cafe and online kiosk where consumers can renew Housing & Development Board's (HDB) basic fire insurance online, or buy other products such as Direct Purchase Insurance, travel and home contents insurance.

Etiqua's insurance advisers will also be based at the centre to provide financial advice.

Despite having started operations in Singapore in 1961, the customer service centre is Etiqua's first in the country.

Etiqua received a license to sell life insurance in 2014, expanding beyond its general insurance business.

"As we grow our business in Singapore, we continue to be focused on what our customers need," said Mr. Sue Chi Kong, Chief Executive Officer of Etiqua Insurance Pte. Ltd.

"We aim to make everything as simple as possible for them through the services we offer at our conveniently located one-stop centre," he said.

The centre is opened from 8:45 a.m. to 5:30 p.m., Monday to Friday (Hotline: 6887 8777).

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About Etiqa

Etiqa Insurance Pte. Ltd. is a licensed life and general Insurance company in Singapore and the insurance arm of the Maybank Group. The Maybank Group is among Asia's leading banking groups and South East Asia's fourth largest bank by assets.

Etiqa has been providing general insurance solutions in Singapore for the past 54 years. Etiqa has been the appointed insurer for HDB basic fire insurance since 2009.

The company's general insurance business started in Singapore in 1961 as United General Insurance Co. Sdn. Bhd. Following a partnership in 2001 between Maybank and Fortis International N.V., the general insurance business in Singapore was subsequently renamed as Mayban General Assurance Berhad.

At the end of 2007, a merger with Malaysia National Insurance and Takaful Nasional culminated in the rebranding of the entire insurance and takaful group to Etiqa. The Singapore branch of Etiqa Insurance Berhad was set up in 2009.

In the middle of 2014, we added life insurance to our stable of products. On 1 April 2015, the Singapore branch of Etiqa Insurance Berhad transferred its general insurance business to Etiqa Insurance Pte. Ltd.

At Etiqa, we believe in our brand promise of humanising insurance. Our goal is to help our customers protect their assets, maintain their lifestyle and build a better future through our comprehensive and comprehensible suite of insurance products. We keep our customers' best interests at heart by placing people over policies in everything we do.

