



Press Release

Etiqua Insurance's innovative first encourages phone-free driving

First of its kind safe mode pouch combats perils of phone usage at the wheel

Singapore, 23 August 2016 –Insurance company Etiqua has launched a first of its kind magazine ad insert that doubles as a safe mode phone pouch, raising awareness that phone usage whilst driving is 23% more dangerous than drunk-driving (*Source: US National Highway & Transport Admin*).

Etiqua's new 'Reach Safe' campaign, developed with Y&R Singapore, kicks off by pointing to the dangers of phone usage while driving, and helps prevent it with a giveaway pocket made from a special polymer that puts phone into safe mode.

Distributed with popular automotive magazine 'Torque', the giveaway urges people to 'Reach Safe, Don't be on the Phone and Drive.' Simply putting the phone inside the pouch automatically triggers safe-mode, preventing calls and messages from going through. Upon removal, all phone settings are immediately restored.

"At Etiqua, we believe in humanizing insurance and placing people over policies. This allows us to create awareness in a meaningful and impactful way. Drivers know the danger of drunk driving, but they do not think the same when using their phones on the road", said Shirley Tan, Head of Marketing at Etiqua Insurance Pte. Ltd. "We hope this campaign will encourage them to keep their phone in the pouch and eyes on the road."

As well as being 23% more dangerous than drunk-driving, other research findings show that 5 seconds is the minimal amount of attention that a driver who texts takes away from the road. If traveling at 55 mph, this equals driving the length of a football field without looking at the road. Texting while driving also slows braking reaction speed by some 18% (*Source: Human Factors & Ergonomics Society*).

Etiqua Insurance is also encouraging drivers to take the 'Reach Safe' pledge on Etiqua's Facebook page. In addition, the insurance company has reserved 200 limited edition pouches, available for collection at their Customer Care Centre and complimentary for anyone who is keen to get their hands on it. The Etiqua Customer Care Centre is located at 16 Raffles Quay, Hong Leong Building, #01-04A, Singapore 048581. Visit etiqua.com.sg for more information.

Notes to Editors:

- Recent statistics from the US National Highway & Transport Admin show that texting while driving is 23% more dangerous than drink-driving.
- In Singapore, at least 8 drivers per day are caught using their phone at the wheel. (Source The Straits Times) In February 2015, the Singapore Road Traffic Act made it illegal for motorists to hold or use any type of mobile device while driving.
- Texting while driving is the same as driving blind for 5 seconds at a time (Source: VA. Tech Transportation Institute)
- Phone usage at the wheel slows one's brake reaction speed by 18% (Source: Human Factors & Ergonomics Society).
- The first of its kind safe mode phone pouch is nickel-threaded and made from a special RF shield fabric which blocks out all radio frequency signals to and

Etiqua Insurance Pte Ltd (201331905K)
One Raffles Quay,
#22-01 North Tower,
Singapore 048583.

T +65 6336 0477
E customer.service@etiqua.com.sg
www.etiqua.com.sg

from mobile devices. Drivers simply place their phone in the pouch, close the flap, then drive off. The phone signal is automatically cut off temporarily. Upon safe arrival at one's destination, the signal is automatically reactivated when phone is removed from the pouch.

- The pouch is designed to work in a car while on the road, and not while in a building. Buildings generally have phone signal boosters installed which can affect the signal cancellation effect.

Media contacts:

Audrey Liu
Manager, Branding and Communications
Etiqa Insurance Pte. Ltd.
Tel: 6690 4309
Email: audrey.l@etiqa.com.sg

About Etiqa

Etiqa Insurance Pte. Ltd. is a licensed life and general insurance company registered in the Republic of Singapore and governed by the Insurance Act. In June 2016, Fitch rated the company "A-" for its financial strength and stable outlook.

Etiqa has been providing general insurance solutions in Singapore for the past 55 years. It started business in Singapore in 1961 as United General Insurance Co. Sdn. Bhd.. The company evolved to become the Singapore branch of Etiqa Insurance Bhd. in 2009.

As the appointed insurance provider by Housing & Development Board for basic fire insurance, we've been proudly protecting homes since 2009. We added life insurance to our stable of products in August 2014.

In 1 April 2015, the Singapore branch of Etiqa Insurance Bhd. transferred its general insurance business to Etiqa Insurance Pte. Ltd.. As a composite insurer providing life and general insurance, we offer comprehensive retirement, savings, protection and general insurance solutions to our growing customer base.

At Etiqa, we believe in our brand promise of humanising insurance. We aspire to offer products and services that are simpler and more personal, yet relevant to what our customers need today. We keep our customers' best interests at heart by placing people over policies in everything we do.

As the insurance arm of the Maybank Group, we're committed to helping our customers plan for a better future. Maybank is among Asia's leading banking groups and Southeast Asia's fourth largest bank by assets.

The Maybank Group has an international network of 2,400 offices in 20 countries, employing over 45,000 employees who serve more than 22 million customers worldwide.

