



MEET THE NEW



**mcis LIFE**

member of  **Sanlam** group





member of  **Sanlam** group

Starting 1st October 2019, MCIS Insurance Berhad will be known as MCIS Life, a proud member of the Sanlam Group.

With a history that dates back to 1954, MCIS Life celebrates the idea of mutual assistance, which is the cornerstone of life insurance. We help protect people, who then further protect their loved ones.

This creates a symbiotic chain of help that allows people to be a part of something bigger than themselves. Just as the symbol in our logo depicts, everyone at MCIS Life works together to protect you, and your generations-to-come, with customised insurance solutions, appropriate advice and personalised service.

As a proud member of the Sanlam Group, one of the world's biggest internationally active insurance groups, we take pride in delivering innovative, customer-centric solutions and services that help you secure a better future.

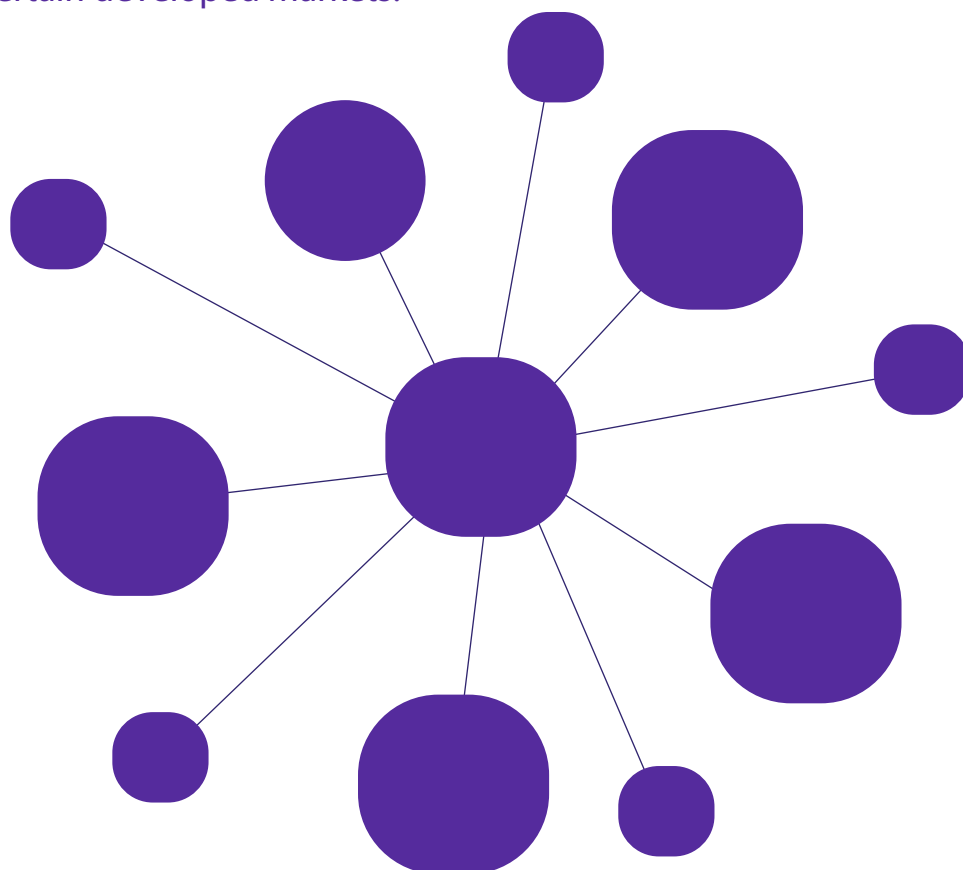
# About The Sanlam Group

## 100 Years of Leadership

Founded in 1918 as a life insurance company, Sanlam has become the largest non-banking financial services group in Africa, through its global diversification strategy. With its head office in South Africa, it operates throughout the African continent as well as in Malaysia, the United States, India and Australia.

## Sanlam Operating Clusters

Sanlam is listed on the Johannesburg Stock Exchange and provides a full range of customised financial solutions in all segments of the market through its five business segments : Sanlam Personal Finance, Sanlam Pan Africa, Sanlam Investments, Sanlam Corporate and Santam. The Sanlam Group sets out a vision focused on creating added value to customers, placing it at the heart of any development strategy. Over the years, it has established itself as a leading player in financial services in the emerging markets in Africa and Asia. In addition, it aims to consolidate its position in the investment solutions segment in certain developed markets.





# News Release

## MCIS Life Unveiled Life insurer rebrands with a difference

**PETALING JAYA, 3 October 2019:** Starting 1 October 2019, home-grown life insurer MCIS Insurance Berhad has introduced a new brand name, signaling a corporate rebranding exercise.

MCIS Life has taken the bold step of repositioning its brand amongst Malaysian consumers with a new logo featuring purple as its dominant colour and carries an endorsement line of the Sanlam Group, headquartered in South Africa, operating in 43 countries across Africa, Europe and SE Asia.

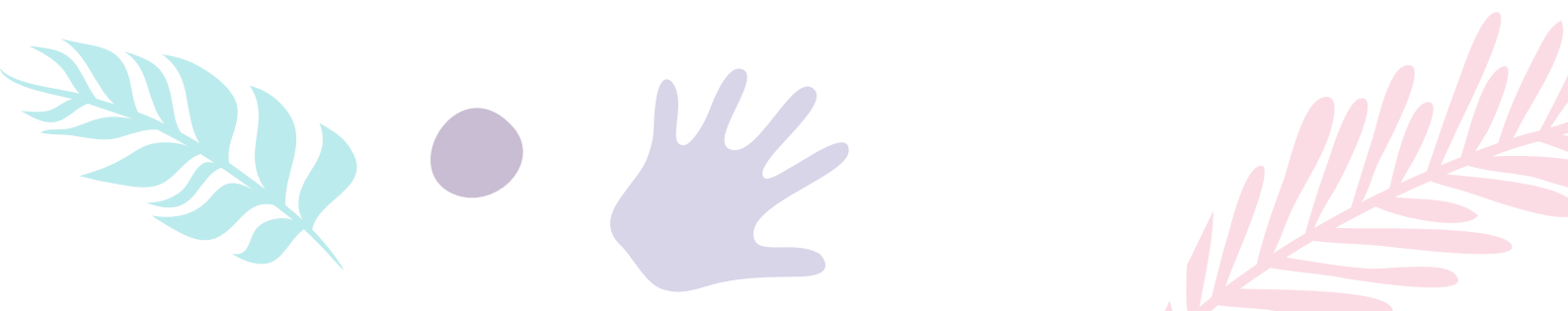
The rebranding of the life insurer heralds a new era of mutual assistance and protection as the company also unveiled its brand promise of 'People Helping People'.

Earlier today, the company held its rebranding launch with a difference by introducing its commitment on the corporate social responsibility front.


"We want to contribute to the rehabilitation and restoration of our natural ecosystem in Malaysia. Six endemic species of Malaysia's Tropical Rainforest trees have been chosen for this project," said Chief Executive Officer and Managing Director of MCIS Life, Prasheem Seebran.

The company pledged to support and nurture, over a period of 5 years, some 500,000 seedlings consisting of the six endemic species of rainforest trees.

"Our humble efforts will begin with the initial planting of 1,200 trees (of the identified six species) and we will nurture the trees and the seedlings produced by the trees in two separate locations in Selangor.







"This social cause was chosen after much thought about our role – people look upon life insurers as guardians of their loved ones and we felt strongly about giving back to the society, a world that the future generation can live in, without compromising their health," added Prasheem.

Over a period of 5 years, the initial 1,200 trees are expected to produce new seedlings which will continue to be planted in identified locations through a smart collaboration with several local councils.

"Our brand-new identity is all about empowering people to be a part of something bigger than themselves and what better way than contributing towards a better environment for everyone," explained Prasheem.

In conjunction with the launch of MCIS Life, the company is also actively engaging members of the public at selected locations nationwide by way of giving out complimentary plant kits consisting of an eco-pot, seeds and premium organic peat moss, to encourage and empower individuals to take the first step in helping Mother Earth.

Those interested in owning a seedling pack to start their own little garden can follow MCIS Life on their social media pages - Facebook, Instagram and YouTube (mcis life) or visit [www.mcis.my](http://www.mcis.my) for details.

MCIS Insurance Berhad is a pioneer life insurer in Malaysia since 1954, regulated by Bank Negara Malaysia and licensed under the Financial Services Act 2013, and a proud member of the Sanlam Group, one of the world's biggest internationally active insurance groups.

**Issued on behalf of MCIS Insurance by AS.iF Asia.**

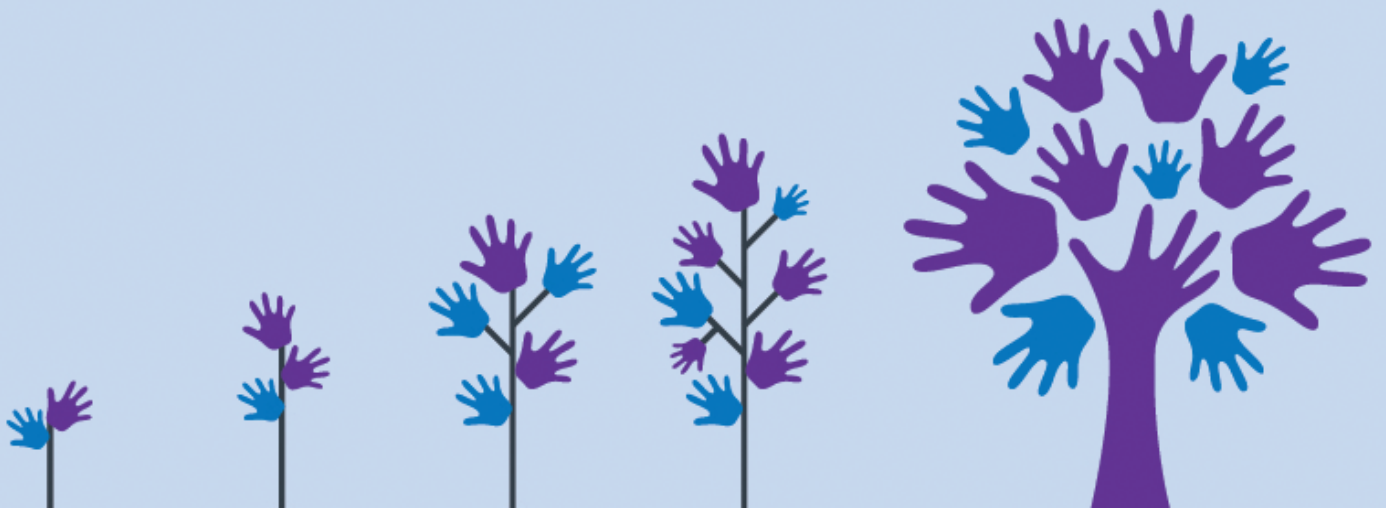
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# Seeds For The Future



**MCIS Life believes that plants and trees play a vital role in the protection of our environment, which in turn protects the health of people for generations to come.**

In keeping with our brand promise of #PeopleHelpingPeople, MCIS Life's Seeds for the Future initiative seeks to encourage and empower the community to take steps towards cultivating their own little garden. And in so doing, help protect our environment, our planet, and ultimately, people at large.

In conjunction with the launch of our new brand, and as part of our concerted efforts to help create a better environment for everyone, we will be giving a plant kit – comprising an eco-pot, seeds and premium organic peat moss seeds – to our staff and agents, as well as to the general public from 4 October – 2 November 2019, at selected locations nationwide. Please refer to our social media channels (Facebook, Instagram & LinkedIn) for the latest updates. We hope you will give these seeds room to grow.

MCIS Life is passionate in our quest to contribute to a better environment. With this paperless press kit that you are reading, you have just helped us take another step towards nature conservation.

We are doing our best to help plant the seeds for the future and we are not stopping here.



# Tropical Rain Forest Trees Planting

In conjunction with the launch of its new brand - MCIS Life, a proud member of the Sanlam Group, has pledged to plant 1,200 Tropical Rain Forest trees over the next 12 months in two key locations in Selangor, to contribute towards the rehabilitation and restoration of the forest ecosystem in Malaysia.

This sustainable Corporate Social Responsibility & Environment Care project is being carried out with the support of local Municipal Councils and members of an advisory council consisting of two eminent experts: Dr. Daniel K. Baskaran, CEO of Pulau Banding Foundation and former Senior Director of Forest Research Institute of Malaysia (FRIM) as well as Mr James Kingham, founder of James Kingham Nursery and Penawar Hutan Sdn Bhd.

MCIS Life is planting the seeds for the future to help mitigate the effects of climate change by stemming the loss of biodiversity through the planting of endemic Tropical Rain Forest trees.

Volunteers consisting of MCIS Life's employees, business partners and even customers, will be present for the on-ground 1,200 tree planting activities which are scheduled to happen over the next 12 months.

MCIS Life has chosen six (6) endemic species of Malaysia's Tropical Rain Forest trees to be planted through this Corporate Social Responsibility and Environmental Care project.

Seeds from these endemic species will then be nurtured and added on to the seed bank collection to further propagate the rehabilitation and restoration of the rain forest. This is an effort to support the pledge made by MCIS Life to contribute towards the planting and nurturing of some 500,000 trees by year 2025.



**#PeopleHelpingPeople**

