



Press Release

4 December 2013

KAMALUDIN AHMAD APPOINTED ETIQA INSURANCE & TAKAFUL CEO

Kuala Lumpur – Kamaludin Ahmad has been officially appointed Chief Executive Officer of Maybank Ageas Holdings Berhad, including Etiqa Insurance Berhad and Etiqa Takaful Berhad, effective 1 December 2013.

Kamaludin, 46, will oversee the entire insurance and takaful business of the Maybank Group. He helms a company of 2,200 employees and will lead the growth and expansion of Etiqa locally and internationally. He has been serving as acting CEO of both entities since March this year.

Kamaludin joined the Maybank Group as CEO of Etiqa Insurance Berhad and Head of General Business in June 2012, bringing with him more than 20 years of experience in the financial industry. Prior to that, Kamaludin held several key management positions in AIG Malaysia Insurance Berhad and AIG Asia Pacific Insurance Pte Ltd. He was Head of Corporate Finance, Strategy and Performance of UEM Group Berhad prior to joining Etiqa. Kamaludin holds a Bachelor of Science (Hons) from University of Kent, Canterbury, England and is a member of Institute of Actuaries, England since 1991.

Chairman of Maybank Ageas Holdings Berhad, Dato' Salleh Harun said that Kamaludin's extensive experience and wealth of knowledge would help Etiqa further entrench its leadership position domestically as well as emerge as a regional player.

Meanwhile, Maybank President & CEO Datuk Abdul Farid Alias said he was confident that Kamaludin would maintain the momentum of the Etiqa's growth particularly in achieving the Group's strategic objectives for it to become a sustainable champion for insurance and takaful.

Etiqa is a RM25.5 billion company in total assets. It is a true multi-channel distributor of insurance and takaful products via its 21,000 agency force, 33 insurance and takaful branches, more than 400 Maybank branches, ATMs and other third-party banks, providing full accessibility and total convenience to customers, unmatched by any other.

-The End-

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(Formerly known as
Malaysia National Insurance Berhad)
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About Etiqa

Etiqa made its debut on 15 November 2007 and is the single master brand for all conventional and takaful businesses under Maybank. The brand essence of Etiqa is humanizing insurance and takaful, where we want to make things simpler for our customers. This is further supported by four brand attributes namely performance with conscience, crystal clear, hand-in-hand and rock solid.

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