

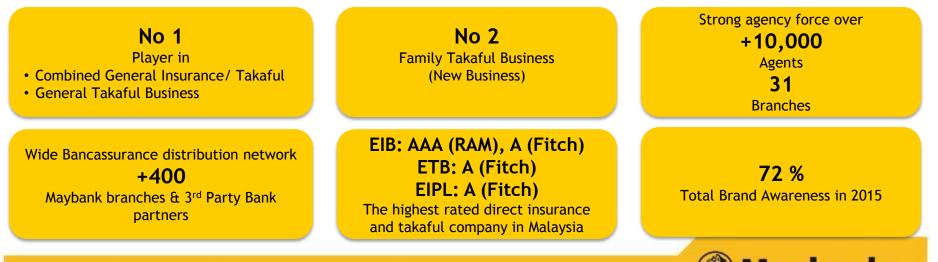
INVESTOR DAY 2016

Group Insurance & Takaful ETIQA

3 May 2016

Overview

- Etiqa, the brand name of Maybank's insurance and takaful sector was launched in November 2007. The holding company is Maybank Ageas Holdings Berhad (MAHB). MAHB is owned by Etiqa International Holdings Sdn Bhd (EIHSB) (69.05%), a wholly-owned subsidiary of Maybank and Ageas Insurance International (AII) (30.95%).
- The operating entities under MAHB are: Etiqa Insurance Berhad ("EIB") in Malaysia and Etiqa Insurance Pte. Ltd. ("EIPL") in Singapore for Insurance; and Etiqa Takaful Berhad ("ETB") in Malaysia for Takaful, respectively.
- Meanwhile, EIHSB has a presence in the Philippines via AsianLife and General Assurance Corporation ("ALGA"), a composite license insurer, leveraging on Maybank Philippines Incorporated ("MPI") to offer life and general insurance products to its customers.
- Etiqa offers all types of Life and General insurance and Takaful plans thru multi-channel distribution.
 - Main channels: Bancassurance, Agents, Enterprise Corporate, Regional Distribution and Direct Retail Distribution
 - > One of the pioneers for direct sales through internet: Online Motor Takaful



About Us

Background



Brand Promise



What's our Brand Promise?

"Humanising Insurance & Takaful"

- It's about **People** not Policies



The brand implies changing the way our employees behave. "The Etiqa Way" was introduced.....





Brand Promise

Our brand promise is reflected in everything we do

72% Total Brand Awareness in 2015



Etiqa Brand Attributes

How Etiqa brand attributes contribute to Humanising Insurance & Takaful

• Performance with Conscience

"There is care in what we do"

As we work towards our goals, we strive to balance profits with community interests. And even though we're ambitious about the future, we believe in caring for humanity.

• Hand-in-Hand

"With diversity, we create opportunity"

We form partnerships with agents, companies, families and individual based solutions. And together, we create a network of convenience and accessibility that makes us dependable in time of need.

Crystal Clear

"We like to keep things clear"

We take a transparent approach to communication. With simpler processes and clearer benefits, we believe that we can achieve much more. Because people only trust what they understand.

Rock Solid

"We have a firm foundation to build on"

Billions in assets, Global expertise. Branches nationwide, and more. It wasn't built overnight, we earned it. And it has made us a solid and reliable entity. One that will have many more success stories to share in the coming years.

Humanising Insurance & Takaful It's about people not policies





Our awards... Among the awards & recognitions we received since the launched of our Etiqa brand

- Best Brand in Services for Insurance & Takaful, Brand Laureate Kuala Lumpur, 2009
- 11th CCAM Annual Contact Centre Awards 2010
 - Silver Award Best Contact Centre Manager
 - Bronze Award Best In-House Contact Centre
- Malaysia Takaful Association, 2010
 - Best Group Business Operator
 - Best Bancatakaful Operator
- Bronze Award Best Social Media Programme in Contact Centre, 12th CCAM Annual Contact Centre Awards, 2011
- Sest Takaful Operator (Asia), Islamic Business & Finance Awards 2011
- Best in the Family Takaful Group Business Operator, Malaysia Takaful Association, 2012
- Sest Takaful Institution, The Asset Triple A Awards ,2012
- * Best Malaysia Service to Care in Insurance, Malaysia Service to Care Awards, 2012
- Sest Takaful Company of 2012, Global Islamic Finance Award 2012
- Sest Takaful Provider, Islamic Finance News Awards Best Service Providers Poll, 2012
- * Top Agency Takaful Provider (Family), Malaysia Takaful Association 2013
- Sest Takaful Institution, Triple A Islamic Finance Awards 2013
- Best Non-Life Insurance Company, World Finance Insurance Awards 2013
- Sest Takaful Company in SEA, 7th Annual Alpha Southeast Asia Best Deals & Solutions Awards 2013
- Sest Takaful Provider, Islamic Finance News Awards Best Service Providers Poll 2013
- Sest Performance Insurer 2013 Award, MRC Annual Automotive Insurance Industry Forum
- * 14th CCAM Industry Award, 2013
 - Best Contact Centre Professional 1st Place, won by Halijah Rasdi
 - Sest Contact Centre Team Leader Operations Bronze, won by Nik Farahanim
 - Sest Contact Centre Team Leader Non Operations Bronze, won by Ain Suhara
- Sest Takaful CEO of the Year, International Takaful Summit, Dubai, 2014
- Sest Corporate Social Responsibility, Malaysia Takaful Association, 2014
- Product of the Year (Mabrur), Product of the Year: Consumer Survey of Product Innovation 2014/15
- * Malaysia's Top Investment House in Asian Local Currency Bonds 2014, The Asset
- Champion for Excellence in Customer Experience 2015, Frost & Sullivan
- Sest Takaful Provider Award 2015, Islamic Finance News (IFN) Awards
- Market Pioneer Award for ETB's RM 300 million Subordinated Sukuk Musharakah , RAM Market Pioneer Award 2015
- Best Innovative Islamic Finance Deal Award for ETB's RM 300 million Subordinated Sukuk Musharakah, The Asset Triple A Awards 2015
- Most Outstanding Takaful Company Award, KLIFF Islamic Finance 2015



Best Marketing, International Takaful Summit, Cairo, 2013 London, 2012 London, 2008



Most Outstanding Takaful Company, Kuala Lumpur Islamic Finance Forum (KLIFF), 2014, 2012, 2011, 2010, 2009, 2008, 2015



Best Takaful Company, International Takaful Summit, London, 2012 London, 2011

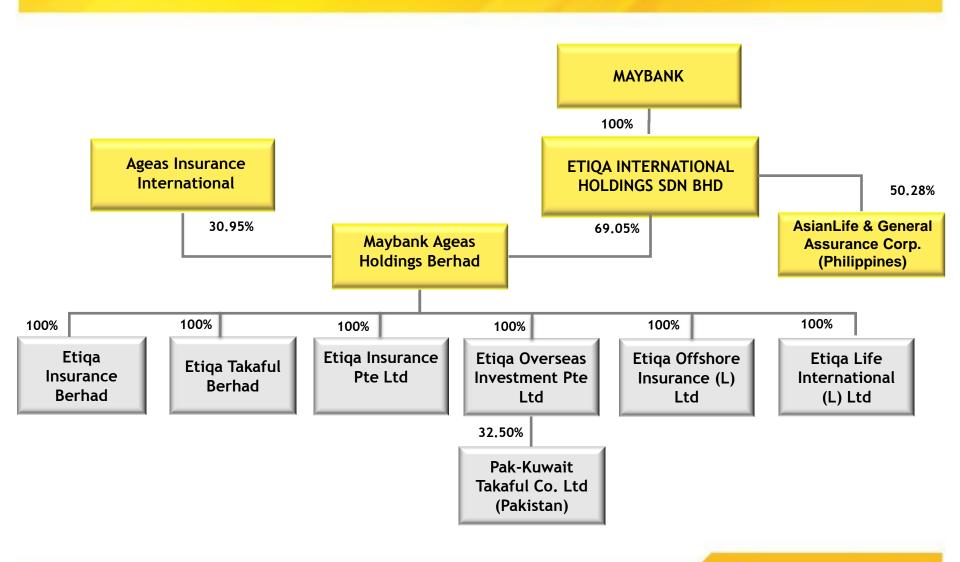


Best Bancatakaful, International Takaful Summit, Cairo, 2013 London, 2012 London, 2011 London, 2009



Structure

Corporate Structure





Senior Management Committee



Etiqa 2020

Maybank²⁰²⁰ Strategic Objectives





Positioning for 2020 - Our Key Differentiators



HUMAN RESOURCES, INFORMATION TECHNOLOGY, OPERATIONS, COMPOSITE LICENSE SPLIT



Key Focus Areas for 2016

Key Strategic Initiatives 2016

To improve profits through customer centricity, whilst maintaining our market leading positions & developing the share of others.

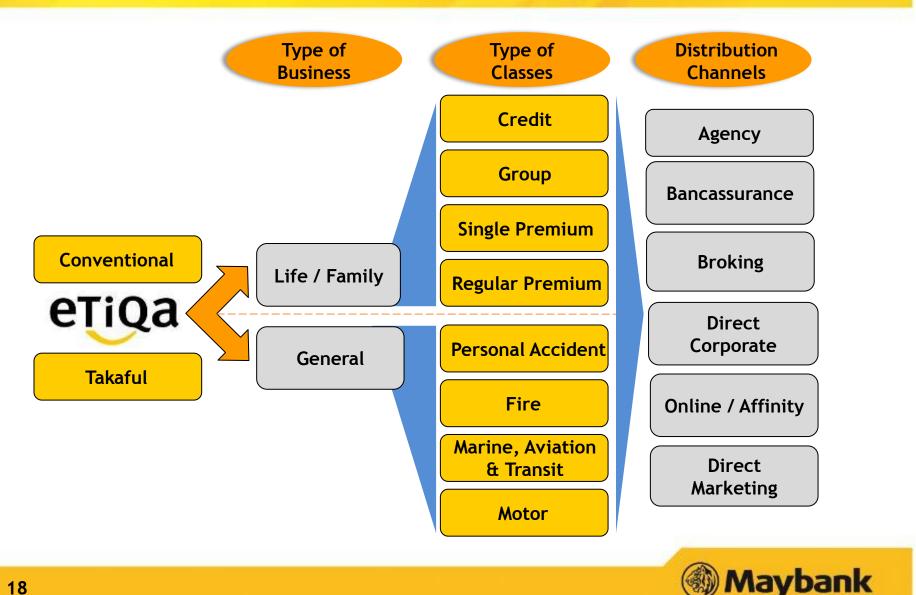
IMPROVING PROFITABILIT Y	 Maintain focus on regular pay life / family plans Improve fire & accident market share Improve agency & staff productivity Higher enterprise corporate retained premium Improve motor risk selection Reduce dependency on investment risk / returns
IMPROVING CUSTOMER CENTRICITY	 Expand online distribution Customer self-service portal Improve customer segmentation & understanding Improve customer service culture of empathy, simplicity & helpfulness
STATUTORY COMPLIANCE	 FSA/IFSA composite license split Motor & fire detariffication New life & family framework



Product and Services

Business Lines

A complete business line under one roof with the widest access to customer database



Large and prestigious customer base



3.9 million Retail Customers



Corporate Customers



Updates on Our Latest & Popular Products



International Presence

Regional Expansion Plan : To be Leading Asean Insurer

Our focus is to be in and grow in ASEAN 5 Countries, leveraging on high growth prospects and the Group's base in the region.



- High Growth Region with population of more than 633 million people and GDP of \$2.4trillion
- Closer to home. Leverage on cultural similarity and distance advantage.
- Maybank has strong presence in ASEAN

2 Why ASEAN 5?

- Growth prospects
- Large population with rising middle income
- Stable and growing financial industry
- Politically stable and industry friendly regulators

Our expansion aspiration is based on 3 strategic thrusts :

- 1. Tap banca opportunity with Maybank.
- 2. Leverage on Insurance opportunity.
- 3. Develop digital channel to support the regional growth besides Banca.

Our Priorities

Priority I: High Priority ("SIP Countries")

* Singapore

3

- Established locally incorporated company with dual license (Life and Non-Life)
- Expansion into Life Segment and transfer of existing Non-Life Business to the new company (EIPL)

Philippines

COMPLETED

NON LIFE 2016, LIFE 2017

COMPLETED

• Venture into Life & Non-Life Insurance Segments - We have acquired the preference shares from ATR in ALGA, a composite insurance company

Indonesia

- Potential to venture into Non-Life Segment, capitalising on Maybank Indonesia's presence and vast distribution networks
- To relook and explore on the potential to venture into Life Segment

Priority II: Medium Priority

Thailand

2019

Thai insurance industry is relatively attractive given the size (Total Premium -USD21.7bil: Life -USD13.3bil, Non-life -USD8.4) which is more than Malaysia (Total Premium- USD15.8bil : Life- USD10.2bil and USD5.6bil).

Priority III: Low Priority

Vietnam and Cambodia



Update on International Operations

			Singap	oore		Philippines			
Background	 Previously our presence in Singapore is via EIB Branch, now under EIPL Started selling Life Insurance products in August 2014 Transferred the Non-Life business from EIB Singapore branch to EIPL on April 2015. Now embarking on extensive initiatives to strengthen the banca channel with Maybank Singapore. 				 AsianLife G licenced cc Insurance (Effectively and MATRK The Bancas Philippines December 2 	mposite in health). Maybank c E Capital P surance Ag Incorporat	controls 97. Partner 47. greement b	63% of ALC 63%). etween AL	
nancial rformance		USD (Mil) GWP -Life -Non-Life PBT ROE	2014 (Actual) 54.4 16.8 37.6 0.1 -1.0%	2015 (Actual) 84.7 47.7 37.0 1.8 2.6%			USD (Mil) GWP PBT ROE	2014 (Actual) 40 5 17%	2015 (Actual) 45 7 11%
Way Forward	 Grow profitable products: Life Business: Product diversifications through protection products (i.e riders, term plans). General Business: Focus on profitable Motor segments, review the pricing and underwriting risks and improve claim management. 					Focus on Bane Launched b Recently la Product Ro premium) i Developme business) ir	oundled pro unched Ed Il Out of Va n Q2 2016 nt and roll	oducts thro ucation and ariable Life	d Endowme products



Exchange rate : USD 1 = SGD 1.35, PHP 46.2

Key Differentiator

Our Key Differentiators

- Ability to underwrite all classes of businesses, both conventional and takaful, via the widest distribution network (focus on 4 key channels as per appendix)
- 2
- Ability to accelerate regional expansion via strong & readily available Bancassurance & Takaful expertise
- 3
- Leverage on data mining for higher cross selling of profitable business & improved persistency
- Provide an E.P.I.C. customer experience (Empathy, Professionalism, Integrity and Courage)
- 5

4

- Leverage on Group's strong presence in digital landscape, including being the largest online motortakaful player & also brand name of Maybank2U
- 6
- Large Maybank's Ultra High Net Worth & High Net Worth database to be tapped
- 7
- The only Insurer and Takaful operator with "A" Financial Rating in Malaysia, assisting us to meet foreign regulatory requirements to enter new countries



Market Outlook 2016

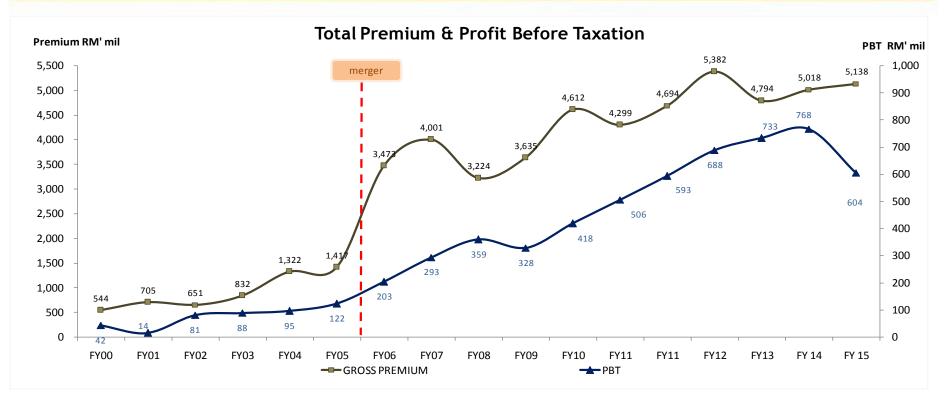
2016 Outlook

- Malaysia's insurance and takaful sector is expected to remain stable in 2016, underpinned by the industry's solid capitalisation, built on the robust regulatory framework and capital practices required by the Malaysian regulator.
- The sound capitalisation will also support the sector's premium growth and potential underwriting volatility. Stable domestic demand and low insurance penetration will continue to support the general insurance and takaful sector growth.
- The growth in investment-linked policies is likely to stay strong due to low interest rates. Life insurers are expected to increasingly tap on health-related and retirement products as the population ages and medical costs rise.
- The deregulation of tariff rates in 2016 is foreseen to have a mixed impact with motor insurers likely to benefit from greater flexibility in pricing their risks adequately, yet triggering competitive pricing among fire insurers and eroding bottom-line profitability.
- A stagnation in the general insurance industry's growth is anticipated due to the declining market value of used cars as well as new car sales. The general insurance industry's growth could be impacted by these two factors due to 50% of its portfolio being motor business.
- Merger and acquisition activity is expected to pick up following a quiet 2015, driven by the regulatory requirement for composites to split their life and non-life operations by 2018.
- To support the long-term development of life insurance and family takaful, specific initiatives under the new Life Insurance and Family Takaful (LIFE) Framework will be gradually introduced. Under LIFE Framework, Life insurers/family takaful operators will be required to provide online access to insurance and takaful accounts for their policy owners/takaful participants and a service guide to enhance consumer awareness of financial advisory services for insurance and takaful products, both to be introduced from 1 July 2016.



Financial Highlights

Insurance and Takaful - Performance Summary

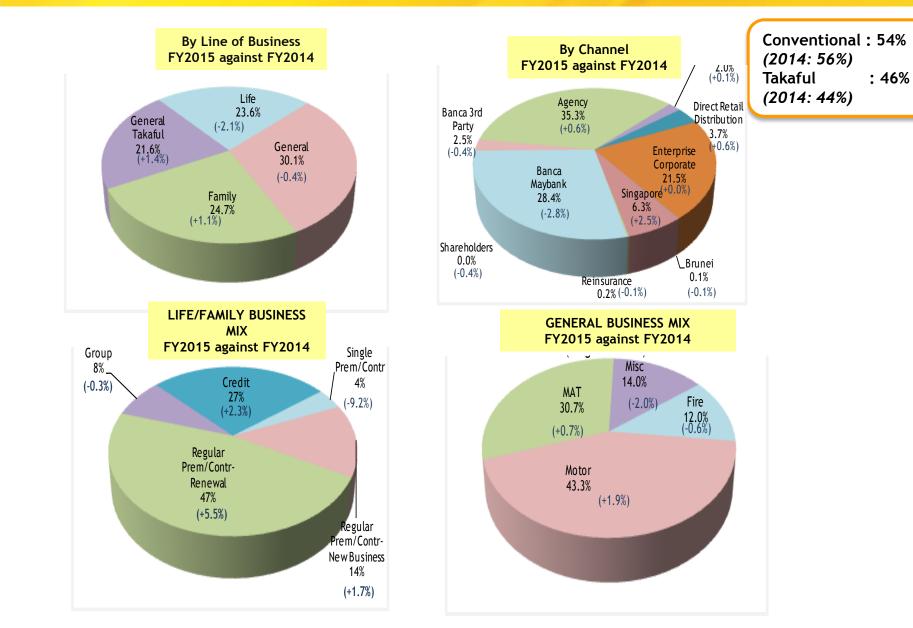


Generally, a rising trend for gross premium and profit before tax since the inception of the MAHB Group.

- The gross premium has achieved a CAGR of 16% mainly contributed by good performance of Regular Premium, Credit, Motor and MAT.
- In general, the Profit before tax has achieved a CAGR of 19% and maintained its growth momentum. Performance in 2015 was affected by adverse equity market performance.



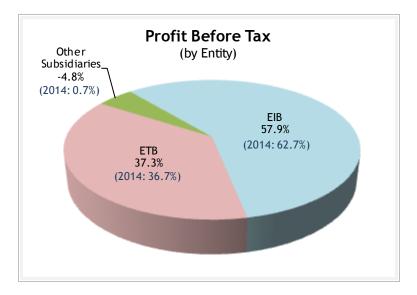
Widest distribution footprint and the most diversified portfolio in the industry

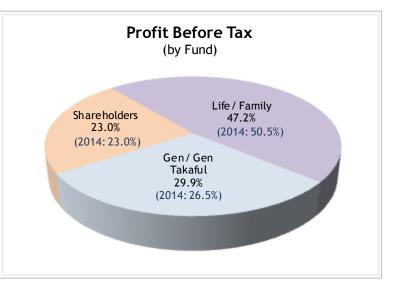


Insurance and Takaful: Performance Overview

Conventional 2015: 58.8% (2014: 63.3%)

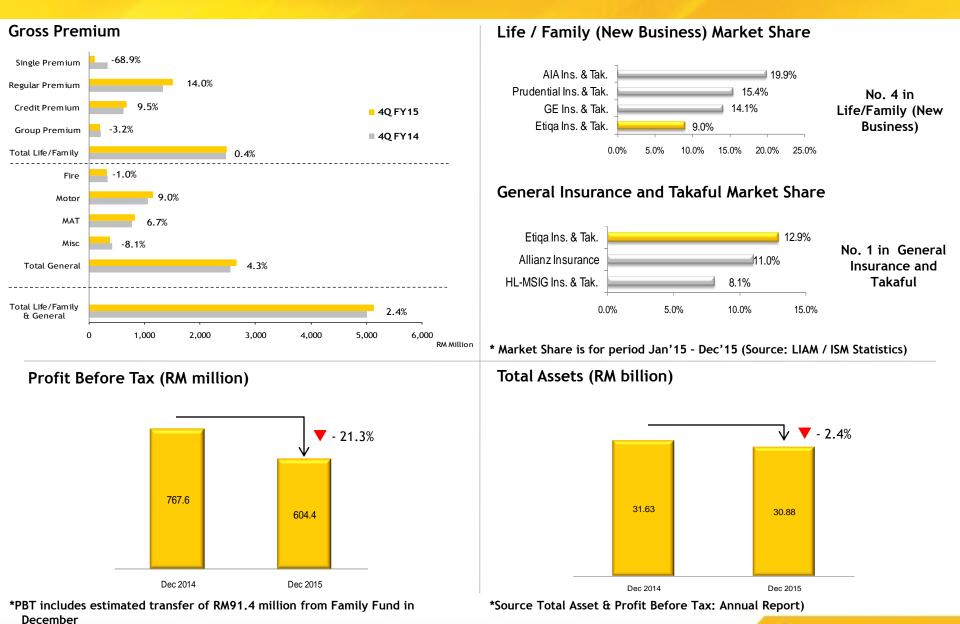
Takaful 2015: 41.2% (2014: 36.7%)







Insurance and Takaful: Performance Overview



Maybank

Income Statement for Insurance and Takaful Business: FY2015

RM million	FY2015	FY2014	YoY
Interest income	929.5	969.8	(4.2)%
Interest expense	(34.2)	(28.7)	19.3%
Net interest income	895.3	941.1	(4.9)%
Net earned premiums	4,196.7	3,946.1	6.4%
Other operating income	327.9	721.6	(54.6)%
Total operating income	5,419.8	5,608.8	(3.4)%
Net insurance benefits & claims incurred, net fee & commission expenses and life & takaful fund tax	(3,903.5)	(4,029.3)	(3.1)%
Net operating income	1,516.3	1,579.5	(4.0)%
Overhead expenses	(547.7)	(615.4)	(11.1)%
РРОР	968.7	964.1	0.5%
Net impairment losses	(329.7)	(172.0)	91.7%
Operating profit	639.0	792.1	(19.4)%

Reconciliation of net insurance benefits & claims incurred, net fee & commission expenses and life & takaful

RM million	FY2015	FY2014	ΥοΥ
Net insurance benefits & claims incurred, net fee & commission expenses and life & takaful fund tax	(3,903.5)	(4,029.3)	(3.1)%
Less: intercompany elimination	119.1	98.5	20.9%
Total net insurance benefits & claims incurred, net fee & commission expenses and life & takaful fund tax	(3,784.4)	(3,930.8)	(3.7)%



Income Statement for Insurance and Takaful Business: QoQ

RM million	1Q FY2015	2Q FY2015	3Q FY2015	4Q FY2015	QoQ	4Q FY2014	ΥοΥ
Interest income	236.5	234.4	221.2	237.4	7.3%	246.1	(3.5)%
Interest expense	(8.4)	(8.5)	(8.6)	(8.6)	0.0%	(8.6)	0.0%
Net interest income	228.1	225.9	212.5	228.8	7.6%	237.5	(3.7)%
Net earned premiums	987.1	1,050.3	1,008.5	1,150.7	14.1%	1,026.9	12.1%
Other operating income	189.0	130.1	(177.1)	185.8	(205.0)%	107.0	73.8%
Total operating income	1,404.1	1,406.3	1,044.0	1,565.4	49.9 %	1,371.4	14.2%
Net insurance benefits & claims incurred, net fee & commission expenses and life & takaful fund tax	(1,124.8)	(1,028.9)	(634.2)	(1,115.5)	75.9%	(769.0)	45.1%
Net operating income	279.3	377.4	409.8	449.8	9.8%	602.4	(25.3)%
Overhead expenses	(171.5)	(123.0)	(131.9)	(121.2)	(8.1)%	(161.7)	(25.0)%
PPOP	107.8	254.4	277.9	328.6	18.3%	440.7	(25.4)%
Net impairment losses	(58.0)	(116.6)	(133.4)	(21.6)	(83.8)%	(157.8)	(86.3)%
Operating profit	49.8	137.7	144.5	307.0	112.5%	282.8	8.5%

Reconciliation of net insurance benefits & claims incurred, net fee & commission expenses and life & takaful fund tax

RM million	1Q FY2015	2Q F <u>Y2015</u>	3Q F <u>Y2015</u>	4Q FY2015	QoQ	4Q FY2014	ΥοΥ
Net insurance benefits & claims incurred, net fee & commission expenses and life & takaful fund tax	(1,124.8)	(1,028.9)	(634.2)	(1,115.5)	75.9%	(769.0)	45.1%
Less: intercompany elimination	27.0	24.4	25.9	41.7	60.5%	25.8	61.3%
Total net insurance benefits & claims incurred, net fee & commission expenses and life & takaful fund tax	(1,097.8)	(1,004.5)	(608.3)	(1,073.9)	76.5%	· · ·	44.5%



Appendix

Etiqa Group Financial Statement

Etiqa Group Audited Financial Statement	FY2015	FY2014	ΥοΥ
	RM'million	RM'million	%
Operating revenue	6,209.2	6,110.0	1.6%
Gross earned premiums/contributions	5,201.1	4,841.4	7.4%
Earned premiums/contributions ceded		·	
to reinsurers/retakaful	(1,138.7)	(1,002.9)	13.5%
Net earned premiums/contributions	4,062.4	3,838.5	5.8%
Fee and commission income	72.4	79.6	-9.1%
Investment income	1,070.7	1,092.4	-2.0%
Realised gains and losses	195.8	532.9	-63.2%
Fair value losses	(58.8)	(4.6)	1178.3%
Other operating expenses	(241.5)	(151.1)	59.8%
Other revenue	1,038.6	1,549.2	-33.0%
Gross benefits and claims paid	(4,106.0)	(4,067.7)	0.9%
Claims ceded to reinsurers	614.3	1,263.5	-51.4%
Gross change in contract/certificate liabilities	987.4	(3,021.1)	-132.7%
Change in contract/certificate liabilities ceded			
to reinsurers/retakaful	(813.4)	2,356.4	-134.5%
Net benefits and claims	(3,317.7)	(3,468.9)	-4.4%
Management expenses	(630.3)	(605.0)	4.2%
Reimbursement of Shared Services	9.9	10.3	-4.0%
Interest on subordinated obligations	(34.2)	(28.7)	19.2%
Fee and commission expenses	(449.6)	(414.4)	8.5%
Change in expense liabilities	(72.8)	(44.0)	65.4%
Tax borne by policyholders/participants	(0.0)	(70.0)	-100.0%
Other expenses	(1,177.0)	(1,151.8)	2.2%
Profit before tax and share of profit of associates	606.3	767.0	-21.0%
Share of profits of associates	(1.9)	0.7	-377.2%
Profit before taxation after share of profit of associates	604.4	767.7	-21.3%



Maybank Group Financial Statement vs Etiqa Group Financial Statement

Maybank Group Financial State	ement Ended 3		,		FYE
		*Adjustment /		Etiqa Group Audited Financial State	ment 31 Dec
	RM'm	Elimination	RM'm		2015
		RM'm			RM'million
Net interest income	906.1		906.1		
	200.1		700.1	Operating revenue	6,209.
Net earned insurance premium	4,196.7	171.0	4,025.7	Gross earned premiums/contributions	5,201.
			-	Earned premiums/contributions ceded	
Net insurance benefits and claims incurred	(3,784.4)	(16.2)	(3,768.2)	to reinsurers/retakaful	(1,138.
Net income from insurance business	412.3	154.7	257.6	Net earned premiums/contributions	4,062.
Net income irom insurance business	412.5	134.7	257.0		
Non-interest income	327.9	-	327.9	Fee and commission income	72
Net income	1,646.2	154.7	1,491.5	Investment income	1,070.
				Realised gains and losses	195.
Overhead expenses (direct & allocated)	(550.4)	-	(550.4)	Fair value (losses)/gains	(58.
Head Office's Overhead expenses				Other operating (expenses) / income, net	(241.
zerorisation	(29.4)	(29.4)		Other revenue	1,038.
Overhead expenses	(579.8)	(29.4)	(550.4)		
Allowance for losses on loans,	(01710)	(2711)	(5501.)	Gross benefits and claims paid	(4,106.
	(7.7)		(7.7)	Claims ceded to reinsurers	614.
advances and financing	(7.7)	-		Gross change in contract/certificate liabili	ties 987.
Impairment losses on securities, net	(322.0)	-	(322.0)	Change in contract/certificate liabilities ce	eded
Operating Profit	736.8	125.3	611.4	to reinsurers/retakaful	(813.
Share of profits in associates	(1.9)	-	(1.9)	Net benefits and claims	(3,317.
Profit before taxation and zakat	734.9	125.3	609.5		
RECONCILIATION (MBB FS vs Etiga FS)		FY 2015		Management expenses Reimbursement of Shared Services	(630.
Profit before taxation and zakat		609.5			
Adjustment:		00710		Interest on subordinated obligations	(34.
Etiqa International Holdings Berhad		(8.1)		Fee and commission expenses	(449.
Final Audit Adjustment		1.5		Change in expense liabilities	(72.
Q Income Fund		1.7		Tax borne by policyholders/participants	(0.
EIPL Exchange Rate Difference		(0.2)		Other expenses	(1,177.
Profit Before Taxation (Reported by E	tiqa Group)	604.4		Profit before tax and share of profit of	606.
RECONCILIATION (MBB FS vs Etiga FS)		FY 2015		associates	
Profit Before Taxation (Reported by E	tiqa Group)	604.4		Share of profits of associates	(1.
Etiqa International Holdings Berhad		8.1		•	
ALGA		16.6		Profit before taxation after share of pro	
Others		10.0 639.0		associates	604.4





Thank You.

