

Generali Malaysia Launches Newly Revamped Sandakan Branch, Reinforcing Commitment Towards East Malaysia

Kuala Lumpur – Generali Insurance Malaysia Berhad today announced the launch of its newly renovated branch in the central town of Sandakan, marking a significant milestone in strengthening the company's commitment and presence in East Malaysia.

As Sandakan continues to thrive as a centre of culture, commerce, and conservation, Generali Malaysia remains dedicated to serving as a trusted partner in protection and progress. The company recognises the enduring value of serving with human touch in a digital world and believes in offering not only comprehensive and innovative insurance solutions but also personalised support and empathy through on-ground interactions. The newly renovated Sandakan branch is a testament to this belief, offering a welcoming space that enables Generali Malaysia to serve customers face-to-face, understand their unique needs and offer tailored solutions.



From left to right: Ms. Tang Szu Ching, Sandakan Parliamentary Coordinator; Fabrice Benard, CEO of Generali Insurance Malaysia Berhad and Lee Chee Fooi, Chief Distribution Officer of Generali Insurance Malaysia Berhad officiated the grand opening of the Sandakan branch.

The opening ceremony was graced by the esteemed presence of Tang Szu Ching, Sandakan Parliamentary Coordinator alongside Fabrice Benard, Chief Executive Officer of Generali Insurance Malaysia Berhad, management team, agents, partners, and customers.

“At Generali Malaysia, we have always been dedicated to serving the diverse needs of Malaysians, and our investment here reflects our strong belief in the growth potential and importance of Sandakan — a key commercial hub and gateway to the east coast of Sabah. We understand the unique dynamics of the local community, and by strengthening our presence here at Sandakan, it allows us to connect better with the locals and protect what matters to them,” said Fabrice Benard, Chief Executive Officer of Generali Insurance Malaysia Berhad.

Generali Malaysia Sandakan branch will continue to offer a comprehensive range of general insurance product solutions including medical and health, motor, home, travel, personal accident and business insurance, all tailored to meet the varied needs and budget of individuals, families and businesses in the region.

The branch is now open and ready to serve from Monday to Friday 8:45am - 5:00pm (excluding public holidays). For more information, please visit Generali Malaysia's [branch locator](#) on www.generali.com.my.

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ABOUT GENERALI MALAYSIA

Generali Group is one of the largest global insurance providers with more than 190 years of heritage. The Group has been active in Malaysia since 2015 when it acquired a 49% stake in Multi-Purpose Insurans Berhad - a P&C insurance subsidiary of Multi-Purpose Capital Holdings to create MPI Generali. In 2022, Generali acquired full ownership of the MPI Generali joint venture and purchased a controlling majority in AXA Affin General and Life Insurance in Malaysia.

In 2023, Generali unfolded a new growth chapter with the launch of a single, unified brand Generali Malaysia — one of the largest general insurers and an emerging life insurer in Malaysia, backed by over 1,600 employees, more than 9,000 agents and partners, and an extensive network of branches nationwide.

Driven by its ambition to be a trusted Lifetime Partner, Generali Malaysia is committed to drive excellence in innovation and operations, harnessing AI and data to better serve its customers while maintaining a deep-rooted commitment to sustainability.

THE GENERALI GROUP

Generali is one of the largest integrated insurance and asset management groups worldwide. Established in 1831, it is present in over 50 countries in the world, with a total premium income of € 95.2 billion and € 863 billion AUM in 2024. With around 87,000 employees serving 71 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. At the heart of Generali's strategy is its Lifetime Partner commitment to customers, achieved through innovative and personalised solutions, best-in-class customer experience and its digitalised global distribution capabilities. The Group has fully embedded sustainability into all strategic choices, with the aim to create value for all stakeholders while building a fairer and more resilient society.

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