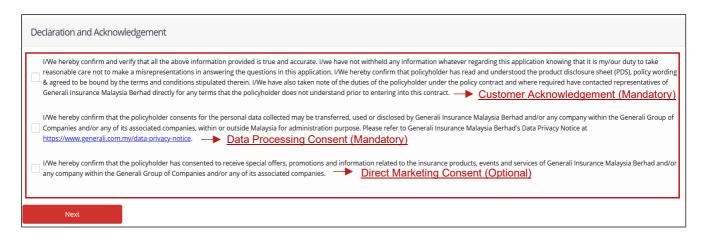


Implementation of Customer Consent Management for OMNI-AG

Dear valued partners,

We are pleased to announce the upcoming implementation of Customer Consent Management within OMNI-AG across all products lines. This feature, which was previously limited to Fire, Smart PA, and Travel products will now be available for all products. This enhancement is designed to strengthen internal controls, improve customer experience, and ensure compliance with the Personal Data Protection Act 2010 (PDPA 2010). The targeted deployment date is 23 July 2025.

As part of this implementation, customer consent for Data Processing (Mandatory) and Direct Marketing (Optional) will be captured systematically on OMNI-AG through designated tick boxes illustrated below.



It is essential to obtain the policyholder's explicit consent prior to capturing any information in OMNI-AG. You are responsible for ensuring the accuracy and completeness of the data entered. For reference on our data handling practices, please refer to the Data Privacy Notice available at: https://www.generali.com.my/data-privacy-notice.

To help you better understand this implementation, please refer to the FAQ section attached below, which provides key details and guidance.



We appreciate your continued support and partnership. As your trusted insurance partner, we are committed to empowering you with the tools to serve our customers with integrity.

Should you require further assistance, please do not hesitate to contact your servicing officer at Generali Insurance Malaysia Berhad. Thank you.

Issued by, Compliance Department Generali Insurance Malaysia Berhad

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