

Generali Malaysia and Malaysian Nature Society (MNS) Unite for Coastal Conservation Efforts at Pantai Bagan Lalang

Kuala Lumpur – Generali Malaysia partnered with the Malaysian Nature Society (MNS) to host a meaningful environmental initiative at Pantai Bagan Lalang on 18 October 2025. The programme brought together employees for a day of impactful action focused on restoring and protecting Malaysia's coastal ecosystems.

The day began with a beach clean-up activity aimed at removing harmful waste such as plastic debris, cigarette butts, and other pollutants that threaten marine life and coastal health. A total of 65 volunteers worked together to collect and properly dispose of litter, helping to protect marine biodiversity from entanglement and ingestion hazards, improving water quality, and reducing health risks for both wildlife and beachgoers. In total, over 220 kilograms of rubbish were collected.

Following the beach clean-up, participants engaged in mangrove seed planting, a nurturing step that allows young saplings to grow in a controlled environment before being transplanted into coastal areas to ensure higher survival rates and healthier growth. A total of 250 mangrove seedlings were planted, contributing to long-term coastal resilience and biodiversity. Mangroves play a critical role in acting as natural buffers against coastal erosion, storms, and rising sea levels, and they store carbon up to five times more effectively than terrestrial forests and provide essential habitats for fish, crustaceans, and bird species.

"At Generali Malaysia, we believe that sustainability is not just a corporate responsibility, it is a shared commitment to future generations. Partnering with Malaysia Nature Society allows us to take meaningful steps toward protecting our environment and empowering our people to be agents of change. Our efforts at Pantai Bagan Lalang are a testament to what we can achieve when we come together for a common cause," said Fabrice Benard, Chief Executive Officer of Generali Insurance Malaysia Berhad and Country Head of Generali Entities in Malaysia.

This initiative marks the second consecutive year Generali Malaysia has partnered with MNS to advocate for environmental protection. In 2024, Generali Malaysia and MNS partnered for a mangrove planting programme and joined forces during the Generali Malaysia Run 2024 to raise awareness on environmental conservation. These efforts are part of a broader, ongoing commitment to sustainability and community engagement, building on past beach clean-up initiatives and environmental collaborations.

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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.

ABOUT MALAYSIA NATURE SOCIETY

Established in 1940, the Malaysian Nature Society (MNS) is the oldest and largest non-governmental environmental organization in Malaysia. For over eight decades, MNS has been at the forefront of efforts to protect, manage, and conserve the country's rich natural heritage and biodiversity.

Vision

To effectively safeguard Malaysia's natural heritage and biodiversity for the benefit and appreciation of all Malaysians.

Mission

To promote the conservation of Malaysia's natural heritage through advocacy, education, and community engagement.

Motto

Know nature, value nature, and act for nature.

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