

Generali Malaysia Launches New Protection Plan for Underserved Families

Kuala Lumpur - Generali Malaysia in partnership with Amanah Raya Berhad ("AmanahRaya"), Malaysia's Only Public Trustee, today launched Gen Sinar, an affordable personal accident insurance plan designed to empower underserved families with financial protection. The plan aims to ensure continuity of children's education in the event of accidental death and permanent disability of the breadwinner.

Organised by Generali Malaysia, the launch event was held at Kompleks Komuniti Muhibbah. The event was attended by AmanahRaya, representative from the Embassy of Italy in Malaysia, PIAM, UNDP partners, non-governmental organisations, community leaders, members of the media and local residents.



(L-R) Jack Yap, Acting Group Managing Director and Group Chief Business & Operating Officer of Amanah Raya Berhad and Fabrice Benard, CEO of Generali Insurance Malaysia Berhad, at the launch of Gen Sinar, to empower underserved families with financial protection and ensure continuity of education.



Fabrice Benard, CEO of Generali Insurance Malaysia Berhad, shares how Gen Sinar aims to make protection more accessible to underserved families while helping children continue their education during difficult times.

Gen Sinar was developed in response to insights gathered from underserved communities, who are deeply committed to seeing their children excel in education and achieve a brighter future. While meeting daily essential needs remains their immediate priority, many households, particularly those relying on a single breadwinner's income, also carry concerns about long-term security and the potential impact of unforeseen circumstances affecting their livelihoods.

Across Malaysia, many underserved households remain significantly under protected, with limited access to adequate financial protection. This critical protection gap leaves families highly vulnerable to financial shocks that can disrupt children's education and perpetuate cycles of hardship. Recognising these challenges, Gen Sinar helps to bridge this gap by safeguarding education continuity and building greater resilience for the future.

"Gen Sinar is more than just an insurance plan, it is a purpose-driven social protection initiative built on a non-profit model. We share the aspiration of the community and believe that education is key to breaking the cycle of poverty. By making protection accessible to underserved families, we aim to ensure that children can continue their education even in the most difficult circumstances." said Fabrice Benard, Chief Executive Officer of Generali Insurance Malaysia Berhad.

Gen Sinar carries a singular focus on creating meaningful impact by safeguarding children's future through education. It is aligned with The Human Safety Net (THSN), Generali's global movement dedicated to empowering vulnerable communities. With the amount payable of just RM91.28 for the first year and RM59.40 for subsequent years inclusive of stamp duty (absolute assignment and trust deed) and 8% service tax, Gen Sinar provides practical financial support to help families manage unforeseen hardships. In the event of accidental death or permanent disability of the breadwinner, the plan offers an immediate lump sum payment of RM20,000 to ease financial strain. This is complemented by a monthly education allowance of RM250 per child until the age of 18, with total support of up to RM100,000.

In addition, families will receive a complimentary telemedicine consultation benefit that supports both physical and mental well-being, as early access to medical advice can make a meaningful difference. This benefit provides access to qualified healthcare professionals via phone or video call, with up to two sessions per year, each valued at up to RM60 per session, supporting underserved families with timely and affordable healthcare.

All education benefits are administered by AmanahRaya as the Trustee. This reflects the close collaboration between Generali and AmanahRaya, built on a shared vision for the community and a common hope for

children's futures. Together, both parties have worked closely to ensure that funds are safeguarded, transparently managed, and held in trust for the sole purpose of supporting children's education.

"This collaboration reflects a shared commitment to ensuring that underserved families are not left behind when it comes to financial protection and access to educational support for their children. As Malaysia's Only Public Trustee, AmanahRaya carries a broader responsibility not only in safeguarding the interests of beneficiaries, but also in contributing positively towards the well-being of the communities we serve. Through Gen Sinar, we hope to provide greater peace of mind to families, while ensuring that the support intended for children's education is properly safeguarded and managed for their future benefit," said Jack Yap Ngee Heong, Acting Group Managing Director and Group Chief Business & Operating Officer of Amanah Raya Berhad.

For more information on Gen Sinar, visit <https://www.generali.com.my/travel-personal-accident/gen-sinar>

-End-

ABOUT GENERALI MALAYSIA

Generali Malaysia is one of the largest general insurers and an emerging life insurer in the country, dedicated to delivering best-in-class general and life insurance protection solutions for individuals, families, and businesses. As part of the Generali Group, a global insurance leader with over 190 years of heritage, Generali Malaysia carries forward a deep legacy of protection, service excellence, and innovation.

Today, the company is supported by more than 1,600 employees, over 9,000 agents and partners, and an extensive network of branches nationwide. Guided by its ambition to be a trusted Lifetime Partner, Generali Malaysia is committed to its purpose of empowering lives and dreams. The company continues to drive excellence by leveraging AI, data, and customer-centric solutions, while embedding sustainability at the heart of its business.

THE GENERALI GROUP

Generali is one of the largest integrated insurance and asset management groups worldwide, with a total premium income of € 98.1 billion and € 900 billion AUM in 2025. Established in 1831, with over 88,000 employees and 163,000 advisors serving 75 million customers, the Group has a leading position in Europe and a growing presence in Asia and 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 THE HUMAN SAFETY NET

The Human Safety Net is a global movement of people helping people. Our mission is to unleash the potential of people living in vulnerable contexts to transform the lives of their families and communities. The Human Safety Net's programmes support vulnerable families with children aged 0-6 and contribute to the inclusion of refugees in society through employment and entrepreneurship. We do this by joining forces with non-governmental organisations and the private sector in Europe, Asia, and South America. The driving force behind The Human Safety Net is a foundation established by Generali in 2017 and active in 26 countries with a network of 85 NGOs and social enterprises as partners. To date, we have reached over 830,000 people. The programmes contribute to five of the UN Sustainable Development Goals - SDGs. The programme for Families supports early childhood indicators (SDGs 3 and 4); the programme for Refugees helps to create sustainable jobs and communities (SDGs 8 and 11); and both programmes are based on the principle that significant impact can only be achieved through collaborations between different countries and stakeholders (SDG 17). The Home of The Human Safety Net is located in the heart of Venice, in Piazza San Marco, at the Procuratie.

ABOUT AMANAH RAYA BERHAD

Amanah Raya Berhad (AmanahRaya) is a wholly government-owned organization formerly known as the Department of Public Trustee and Official Administrator, established in 1921. AmanahRaya was corporatized in 1995 under the Public Trust Corporation Act 1995 (PTCA 1995) and is one of the leading trustee companies in Malaysia. As Malaysia's Only Public Trustee, AmanahRaya provides Estate Administration, Trust Management and Will writing services. In addition, through its subsidiaries, AmanahRaya offers Corporate Trust services (AmanahRaya Trustees Berhad), Asset Management (AmanahRaya Investment Management Sdn. Bhd.) and Real Estate Investment Trust management (AmanahRaya Kenedix REIT Manager Sdn. Bhd.).

Media Relations

Sheena Ho:

E: sheena.ho@generali.com.my

Samantha David:

E: samantha.david@generali.com.my

Generali Insurance Malaysia Berhad Reg No: 197501002042 (23820-W) Service Tax Reg. No.: W10-1808-31015017

Generali Customer Service Centre: Level 1, Menara Generali, 27 Jalan Sultan Ismail, 50250 Kuala Lumpur, Malaysia.

Tel: 1 300 13 2121 or +603 3007 2121 Email: customer.service.gi@generali.com.my Website: www.generali.com.my

     @generalimalaysia