

Tony Lin Appointed as CEO of Generali Life Insurance Malaysia Berhad

Kuala Lumpur – Generali Malaysia today announced the appointment of Tony Lin as Chief Executive Officer of Generali Life Insurance Malaysia Berhad.

The appointment follows a period in which Tony served as Officer-in-Charge of the life insurance business, having stepped into the interim role after the departure of former CEO Soo Wai Har. During his tenure as the Officer-in-Charge, he provided steady leadership and continuity for the life insurance business, ensuring the company remained focused on its strategic priorities and commitments to policyholders.

In his new role, Tony will report to Fabrice Benard, CEO of Generali Insurance Malaysia Berhad and Country Head of Generali Entities in Malaysia and will be responsible for driving the life insurance business's growth agenda, operational excellence, customer-centric innovation.

"Congratulations to Tony on his appointment as the Chief Executive Officer of Generali Life Insurance Malaysia Berhad. Tony has demonstrated strong financial acumen and steady leadership during his time as Officer-in-Charge, and his deep understanding of our business gives us great confidence in this transition. I look forward to working closely with him as we continue to accelerate growth and deliver on our promise to be a Lifetime Partner to our customers," said Fabrice Benard, CEO of Generali Insurance Malaysia Berhad and Country Head of Generali Entities in Malaysia.

Tony joined Generali Life Insurance Malaysia Berhad in February 2024 as Chief Financial Officer, bringing with him over 25 years of experience in the financial services industry across insurance and takaful. Prior to that, he served as Chief Financial Officer of Hong Leong MSIG Takaful from October 2018 to February 2024. He has also held senior finance and audit roles in various domestic and multinational life insurance companies in Malaysia.

Tony's appointment reflects Generali Malaysia's commitment to strong internal leadership succession and continued focus on delivering sustainable growth for its life insurance business.

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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 1,400 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.

ABOUT 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.

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