

Generali Malaysia Launches GROW 2026 to Accelerate Innovation Across Insurance, Health & Protection — Calling for Nationwide Applications

Kuala Lumpur – Generali Malaysia has announced the launch of its first accelerator programme – **Generali Growth & Innovation Programme (GROW 2026)** developed exclusively for the Malaysian market. The programme is designed to benefit Malaysia's broader insurance, health and protection ecosystem by supporting Malaysian insurtech, healthtech and medtech startups, including adjacent technologies and innovations with demonstrable insurance outcomes.

"At Generali Malaysia, we believe the future of insurance is best built alongside startups solving its toughest challenges. Launching GROW 2026 as our first programme of its kind in Malaysia reflects our commitment to being an active, hands-on partner to the country's startup ecosystem, not merely an observer. With the support of Artem PACE, whose accelerator expertise has helped shape this programme from the ground up, we are confident that we can provide startups with the structure and support they need to succeed," said Fabrice Benard, Chief Executive Officer of Generali Insurance Malaysia Berhad and Country Head of Generali Entities in Malaysia.

What sets this programme apart from other accelerators is that it provides selected startups with direct access to Generali Malaysia's leaders, structured mentorship, and a clear pathway towards stronger product-market fit, meaningful commercial partnerships and investment readiness, all within a programme built specifically for Malaysia's growing innovation ecosystem.

Over the course of the programme, selected startups will participate in a series of workshops and receive strategic mentorship from ecosystem and industry leaders. This support will help them refine their products and technologies, deepen their understanding of the insurance value chain, strengthen their go-to-market strategies, enhance compliance and governance processes, improve financial planning and fundraising capabilities, and more.

The programme will culminate in a Demo Day, where shortlisted startups will pitch to Generali Malaysia and a selected panel of judges appointed for the programme. Top-performing teams will be awarded attractive cash prizes, providing non-dilutive support to accelerate their growth.

By the end of the programme, participating startups will be better equipped to refine their value proposition, strengthen their product-market fit, build meaningful industry relationships, and accelerate their journey towards commercialisation and investment readiness.

As its first dedicated innovation initiative, GROW 2026 reflects Generali Malaysia's commitment to investing directly in the country's startup ecosystem.

Beyond supporting individual startups, GROW 2026 is intended to strengthen Malaysia's insurance ecosystem by creating more opportunities for collaboration among startups, insurers, investors and industry stakeholders. Through this initiative, Generali Malaysia aims to accelerate the adoption of innovative solutions that improve access to protection, enhance customer experiences, and contribute to the future of insurance in Malaysia.

Ultimately, Generali Malaysia hopes that GROW 2026 will drive innovations that make protection more accessible, affordable and relevant for Malaysians.

GROW 2026 welcomes applications from startups developing innovative solutions with the potential to shape the future of insurance, health and protection.

Interested startups can apply at <https://www.generali.com.my/programmes/grow2026> by 31 August 2026.

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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 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 ARTEM PACE

Artem PACE is a leadership and ecosystem enablement company, and an affiliate of Artem Ventures, a Malaysia-based VC firm investing in early-stage fintech and insurtech. Artem PACE designs and delivers founder, leadership, and ecosystem programmes that turn learning into execution, working across startups, corporates, and institutions to build future-ready talent and foster innovation-driven mindsets. Since 2024, we've supported 200+ startups across Malaysia through more than 300 hours of hands-on workshops, mentorship, and structured training. We also help startups scale beyond Malaysia through structured market access support, and partner with leading ecosystem players including Cradle, MDEC, Sidec, Grab, PayNet, and Google to strengthen the country's innovation landscape.

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