

KURNIA

FACT SHEET

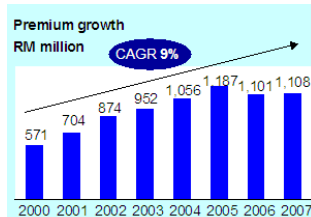
Since its humble beginning in 1991, Kurnia has transformed itself from a RM 10 million business into the largest general insurer in Malaysia, with a gross premium of more than RM 1 billion and providing quality services to more than 4 million policyholders



BACKGROUND

Kurnia Asia Berhad (KAB) is the holding company which wholly owns Kurnia Insurans (M) Berhad (KIMB) – the largest general insurer in Malaysia. Since its inception, Kurnia has been growing tremendously and delivering outstanding operational results and profitability under the leadership of its hands-on and experienced management team.

GROWTH



Kurnia has come a long way in becoming an industry giant. Over the last 8 years, its premium has almost doubled, translating into a Compounded Annual Growth Rate (CAGR) of 9%.

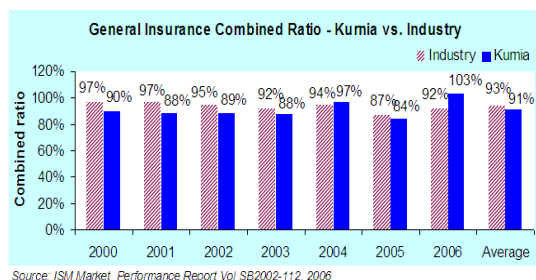
FINANCIAL STRENGTH



The company's total assets also expanded from RM 1,010 million to RM 2,223 million. Kurnia is recognized as having the largest total assets in the Malaysian general insurance industry.

OPERATIONAL EXCELLENCE

Kurnia prides itself on its operational excellence. Over the last 7 years, Kurnia attained below-industry-average claims ratio and combined ratio. This achievement is attributed to the able and visionary leadership of the management team as well as to the implementation of prudent cost control measures, which meet Bank Negara Malaysia's guidelines and benchmarks.



QUALITY COMMITMENT



Kurnia received the MS ISO 9002 and subsequently the MS ISO 9001:2000 International Quality Standard Certification for the past 12 consecutive years, in line with the company's vision – Excellence in Service.

SERVICE INNOVATION

Kurnia is an innovative company which has created many unprecedented "Firsts" in the country.



Launched in 2000, Kurnia Auto Assist (KAA) offers free 24-hours roadside assistance services. The KAA membership has grown to more than 1 million today.



Kurnia Express (KE) was launched in 2003, providing immediate cash settlement for motor own-damage claims.

PRODUCTS



Kurnia provides the full range of general insurance products, including motor, fire, medical, personal accident, engineering, marine, workmen's compensation and miscellaneous classes of insurance.

In 2006, Kurnia captured 15% of the local general insurance market and 23% of the local motor insurance market based on net premium.

CORPORATE CITIZEN

- 1998 Sponsored the live telecast of Commonwealth Games in Kuala Lumpur
- 2000 Sponsored the live telecast of Thomas Cup 2000 semi-finals and finals
- 2002 Sponsored the live telecast of "One Nation We Care" event at National Stadium, Bukit Jalil
- 2003 Organized visitations to various welfare homes for Insurance Day 2003
- 2004 Co-Sponsored PDRM Holiday & Festive Season Road Safety Campaign
- 2005 Sponsored the road safety campaign in Selangor with JPJ, PDRM, etc.; participated in "Living in Harmony" to help save Malayan Tigers
- 2006 Sponsored the anti-crime campaign with Sin Chew Daily
- 2007 Organized a health talk on cancer and orthopedics, and a study tour to a panel hospital

SENIOR MANAGEMENT TEAM

KURNIA ASIA BERHAD

- Tan Sri Datuk Kua Sian Kooi, Executive Chairman
- Datuk Kua Chung Sen, Deputy Executive Chairman
- Dato' Adrian Loh, MD / CEO
- Mr San Chee Kit, Director, Finance & Investment
- Dr James Tee, Director, Operations
- Mr Looi Kok Leong, Director, Corporate Finance & Strategy

KURNIA INSURANS (MALAYSIA) BERHAD

- Dato' Quah Teong Moo, Executive Director
- Mr Kong Shu Yin, CEO / Director
- Mr Pan Wei Cheong, COO
- Mr Gary Hardyal Singh, GM, Head of Distribution
- En Kamal Arifin bin Dato' Zakaria, COO, East Malaysia
- Mr Pankajkumar, CIO / GM, Investment

CONTACT US

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Vision
Statement
Excellence
in
Service

Mission
Statement

- To meet customer expectations through excellent service
- To be an employer of choice
- To continue as a caring organisation and corporate citizen
- To achieve 30% general insurance market share by 2010
- To deliver reasonable return to shareholders

Kurnia
Culture
Knowledge
Unity
Resourcefulness
Mobility
Innovativeness
Ability

Facts and Figures

Gross premium ¹	RM 1.096 billion
Total assets ¹	RM 2.110 billion
Policyholders ²	> 4 million
Agency force ²	~ 7,000
Staff force ²	~ 1,900
Branches ²	30
Signboards ²	~ 5,000

1: As at 30 June 2007
2: As at 15 April 2008

MARC Rating

Year	Area	Rating
2006		A+
2005		A+
2004	General Insurance	A+
2003	Financial Strength	A
2002		A
2000		A
1999	Claims Paying Ability	A

Kurnia Branches

- Alor Setar
- Batu Pahat
- Butterworth
- Ipoh
- Johor Bahru
- Johor Jaya
- K. Terengganu
- Kajang
- Kangar
- Kepong
- Klang
- Kluang
- Kota Bharu
- Kota Kinabalu
- Kuantan
- Kuching
- Main Branch
- Melaka
- Minri
- Penang
- Segamat
- Selangor
- Seremban
- Setiawan
- Sibu
- Sg. Petani
- Taiping
- Tawau
- Temerloh
- Wilayah

KEY CORPORATE MILESTONES

1991 The birth of Kurnia **1993** Gross premium exceeded RM 200m **1995** Total assets exceeded RM 500m **1996** Pre-tax profit exceeded RM 100m; MS ISO 9002 Quality Standard **1997** Kurnia became the industry market leader; Gross premium exceeded RM 500m **1998** Paid-up capital of RM 100m **1999** Total assets exceeded RM 1b; "A" rating for Claims Paying Ability by MARC **2000** Launch of Kurnia Auto Assist (KAA) **2001** Paid-up capital of RM 200m; Corporate HQ moved to the 25-storey Menara Kurnia **2002** "A" rating for General Insurance Financial Strength by MARC; MS ISO 9001:2000 Quality Standard **2003** Total assets exceeded RM 1.5b; Launch of Kurnia Express (KE) **2004** First general insurer to achieve gross premium exceeding RM 1b; General Insurance Financial Strength upgraded to "A+" by MARC **2005** Listing on the Main Board of Bursa Malaysia (KURASIA 5097); Inclusion in KLCI **2006** Total assets exceeded RM 2b **2007** Completed the acquisition of PT Asuransi Aegis Indonesia; voted Malaysia's Most Valuable Brands (MMVB)