

**NEWS RELEASE****For immediate release****Gibraltar BSN Unveils New Branding Campaign To Raise Public Awareness on Protection**

**Kuala Lumpur, 9 July 2020** – Gibraltar BSN Life Berhad (“Gibraltar BSN”), one of Malaysia’s fast growing life insurance companies, recently unveiled its latest branding campaign titled “With You Every Step of The Way” at Abdullah Hukum LRT station (“Station”) to raise public awareness on protection and spur life insurance penetration in Malaysia.

The Abdullah Hukum LRT station is currently a transit hub for more than 130,000<sup>1</sup> monthly commuters working in KL Eco City, The Gardens and Mid-Valley malls. The Station is also the gateway to the life insurer’s headquarters located at KL Eco City.

Against the current backdrop of COVID-19 and economic concerns amongst Malaysians, the new Gibraltar BSN campaign is focused on building the public’s health and protection awareness. The visuals at the Station are customised to prompt commuters to consider the different protection needs that they will need at different stages of their lives, and target a wide demographic of commuters between the ages of 25-45 with a monthly household income of RM3000 and above.

**Rangam Bir, President and Chief Executive Officer of Gibraltar BSN Life Berhad** said, “The recent global COVID-19 pandemic has highlighted the importance of being prepared for unexpected events that can result in undue financial burden on the family. As Malaysia’s Community Protection Champion, we are particularly concerned that only three out of ten Malaysians have life insurance coverage and we wanted to communicate that taking care of you and your families’ protection needs is now more important than ever. As a catchment hub, Abdullah Hukum LRT station is the perfect platform to communicate this message to a wider audience and reinforce our promise to be there for them always.”

To further ensure that their customers continue to enjoy their protection during the pandemic, Gibraltar BSN launched its Customer Relief Programme in March 2020. The programme includes a three month premium deferment option for eligible customers as

<sup>1</sup> Monthly average ridership from January-December 2019, Rapid KL

well as an expansion of COVID-19 coverage for some of its products. **Rangam went on to add that,** “As the country seeks to heal from the effects of the pandemic, we decided to extend our Relief Programme to 31 December 2020. We also recently launched a free monthly Wellness Webinar series to help our customers equip themselves with tools to navigate this difficult period as our customers’ physical and mental well-being is paramount to all of us at Gibraltar BSN”. The first webinar helped customers learn techniques on managing stress while the upcoming webinar on 25 July, ‘Market Outlook: Navigating the COVID-19 Storm’ will help customers identify the market challenges and opportunities in the coming months. The webinar series will continue until the end of the year. For more information on Gibraltar BSN’s webinar series, please visit the life insurer’s Facebook ([facebook.com/gibraltarbsn](https://facebook.com/gibraltarbsn)).

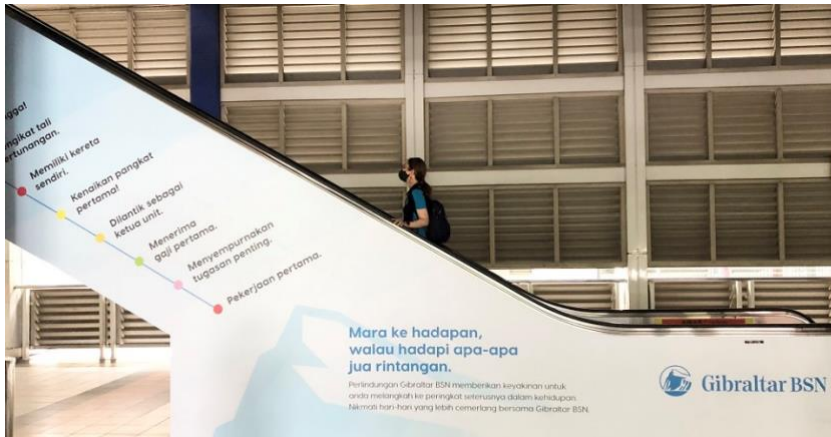
To commemorate the unveiling of the life insurer’s new branding asset at the Station, Gibraltar BSN is also holding a special ‘With You Every Step of The Way Campaign’ on Facebook ([facebook.com/gibraltarbsn](https://facebook.com/gibraltarbsn)) where a total of 40 lucky fans will win RM20 GrabFood Credits each. The campaign ends on 28 July 2020.



**Pic 1:** Gibraltar BSN challenges you to be fearless and to keep moving forward knowing that you are protected.

From left to right:

- Susan Ong – Chief Marketing Officer
- Rangam Bir – President and Chief Executive Officer



**Pic 2:** Life's milestones depicted on the escalator.

– END –

**For more information, please contact:**

Sharie Elina Ibrahim  
 Head, Corporate Communications  
 Tel : (03) 2298 2038  
 Email : [sharie.ibrahim@gibraltarbsn.com](mailto:sharie.ibrahim@gibraltarbsn.com)

Brandon Luke Valladares  
 Sr. Executive, Corporate Communications  
 Tel : (03) 2298 2039  
 Email : [brandon.valladares@gibraltarbsn.com](mailto:brandon.valladares@gibraltarbsn.com)

**About Gibraltar BSN Life Berhad**

Gibraltar BSN Life Berhad ("Gibraltar BSN") is one of Malaysia's fast growing life insurance companies. For over 60 years, we have been protecting dreams by providing relevant and affordable protection solutions that are accessible to Malaysians from all walks of life.

The name Gibraltar BSN represents our lineage to Prudential Financial, Inc (PFI), one of the world's largest financial institutions from the United States, and Bank Simpanan Nasional (BSN), a brand with its own history and strong financial heritage in Malaysia. The name 'Gibraltar' and our iconic logo the 'Rock of Gibraltar' both refer to PFI, illustrating over 140 years of rich history and financial strength behind the PFI brand.

As Malaysia's Community Protection Champion, Gibraltar BSN has an extensive and diverse distribution network which comprises 9 locations across the country, a national agency force, and over 1,100 branches belonging to our strategic partners: Bank Simpanan Nasional and Pos Malaysia. For more information on how we can help you protect your dreams, please visit our website at [www.gibraltarbsn.com](http://www.gibraltarbsn.com).

\*PFI of the United States is not affiliated in any manner with Prudential plc, a company incorporated in the United Kingdom.