



PIAM

PERSATUAN INSURANS AM MALAYSIA
General Insurance Association of Malaysia



TRANSFORMATION

OUR JOURNEY TOWARDS EXCELLENCE

Laporan Tahunan
Annual Report

2014

OUR NEW LOGO RATIONALE



THE BOLD P

Striking the right balance between heritage and the evolutionary process of progressing into the future is critical in representing such an iconic brand as Persatuan Insurans Am Malaysia (PIAM). This is the fundamental thought behind the 'Bold P'.

We have highlighted the capital P as a symbolic icon of the Association through a fresh and bold visual. It sends a strong message of not only being 'people-oriented' but also inclusive of the versatile 'personalities' embodied by the Association.

A square shape with soft edges is visible inside the "P" that aims to communicate the core strength of the Association led by strong and yet compassionate leadership.

The subtle curvatures on the icon also represent a fluid circular motion that symbolizes constant progression throughout the many facets of the Association. Some of which include organizational growth, stability and adaptability through time and changing environments.

COLOURS

PIAM has created a strong identity through the use of the colour green in its logo, which is retained in this strong sense of identity. The gradients of tones of the colour green and yellow in the new logo embody the diversity of the industry, its players and the multicultural characteristics of Malaysia.



Green

Growth and vitality, renewal and restoration.
Self-reliance, reliability and dependability.



Yellow

Helping us to find new ways of doing things.
Relates to clarity of thought and ideas.



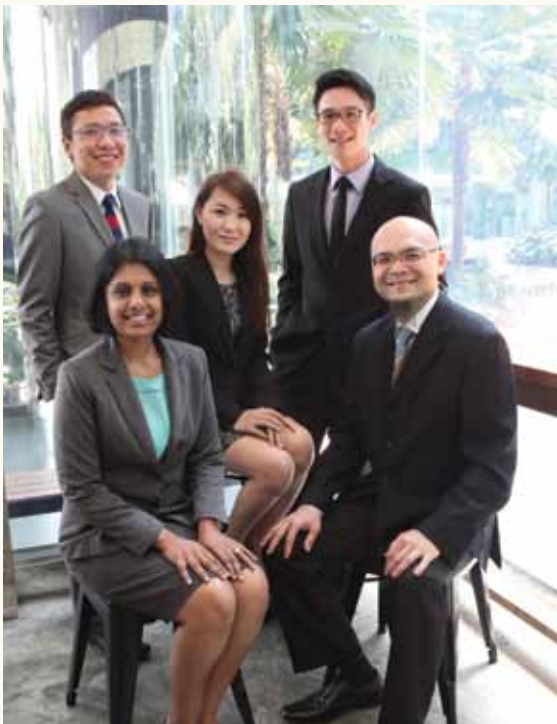
TRANSFORMATION

OUR JOURNEY TOWARDS EXCELLENCE

After 35 years of existence, PIAM has stayed the course to transform the Association. As the journey continues, we reflect our achievements through the translation of cycle and look towards a new cycle. PIAM has today emerged as a dynamic, and vibrant trade association for general insurance in Malaysia.

PERSATUAN INSURANS AM MALAYSIA

(General Insurance Association of Malaysia)



Persatuan Insurans Am Malaysia (PIAM) was formed in May 1979 in compliance with Societies Act, 1966 (Revised 1987).

PIAM constitutes the statutory association recognized by the Government of Malaysia for all registered insurers who transact general insurance business in this country.

PIAM is the national trade association of all licensed direct and reinsurance companies for general insurance in Malaysia. Currently, PIAM has 28 member companies.



MISSION STATEMENT

To be a Dynamic Trade Association serving the interests of our members by creating a favourable business environment and working closely with all stakeholders to support the initiatives under our National Agenda.

CORE VALUES



Professionalism



Industry-focused



Accountability



Make a difference

CORPORATE OBJECTIVES

- Articulate One Unified Voice for and on behalf of the industry
- Create Favourable Business Environment for member companies
- Promote Image of the industry and its Role in the Economy
- Educate Consumers on General Insurance Products
- Foster Public confidence by protecting the interests of Consumers
- Establish a Sound and Efficient Insurance Infrastructure with Best Practices
- Raise Professionalism and ensure Standards in Distribution
- Harmonize Approaches and Solutions to Industry Issues
- Build a pipeline of talent and profile general insurance as a career of choice
- Facilitate Information Sharing within boundaries of Competition Act

CONTENTS



06

Management Committee 2014/2015

09

Representatives in other Organizations

10

Sub-committee Members 2014/2015

14

Report of the Management Committee 2014/2015

15

Business Result

- Key Figures of the General Insurance Industry 2014/2015
-

18

Activities of PIAM

- Developments in the General Insurance Industry
-

50

Market Information

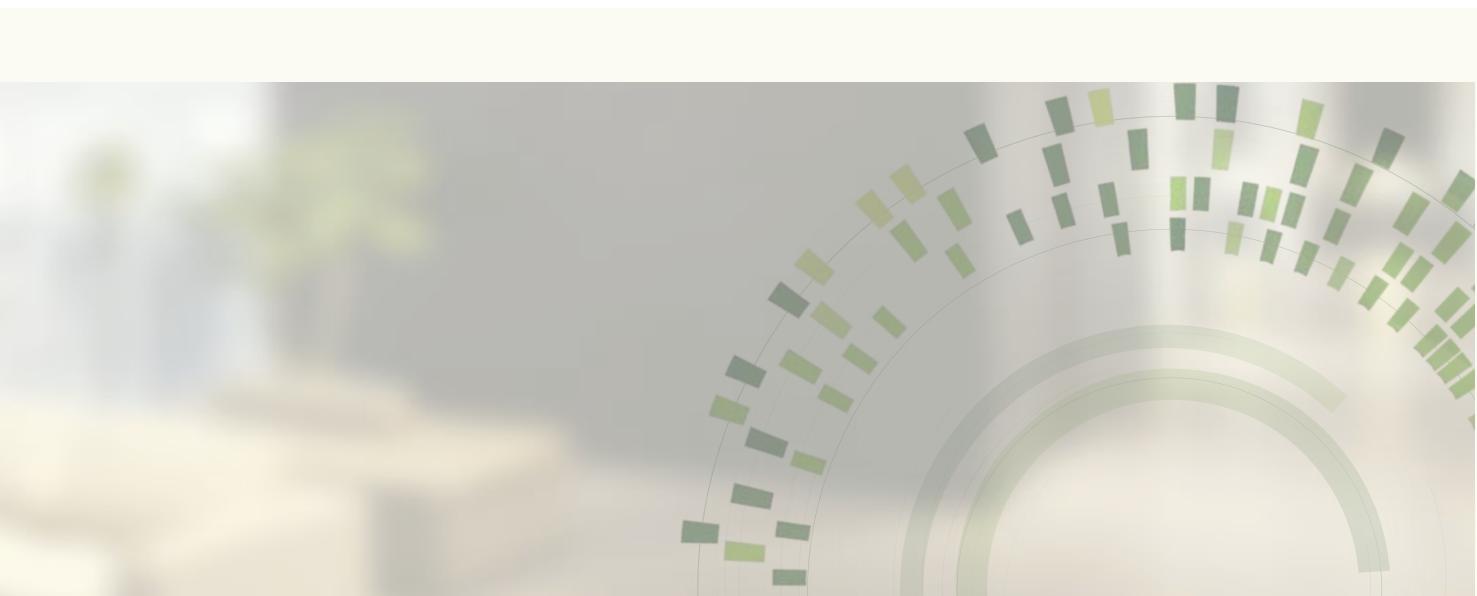
- List of Members
-

54

Insurance Indicators



Roll of Honour 1984-2015



CHAIRMAN

Mr. Chua Seck Guan



CHIEF EXECUTIVE OFFICER

Mr. Mark Lim Kian Wei



BANKERS

Hong Leong Bank Berhad
150, Jalan Tun Sambanthan
50470 KUALA LUMPUR



AUDITORS

SJ Grant Thornton
Level 11, Sheraton Imperial Court
Jalan Sultan Ismail
50250 KUALA LUMPUR



REGISTERED OFFICE

Level 3, Wisma PIAM
150, Jalan Tun Sambanthan
50470 KUALA LUMPUR

PIAM MANAGEMENT COMMITTEE 2014 - 2015



SEATED (LEFT TO RIGHT):

Mr. Mark Lim Kian Wei
(Chief Executive Officer)

Mr. Antony Lee Fook Weng
(Convenor, Education/HRD)

Mr. Kong Shu Yin
(Deputy Chairman, Convenor, Motor)

Mr. Chua Seck Guan
(Chairman)

Mr. David Tan See Dip
(Convenor, Finance & Corporate Governance/ERM)

STANDING (LEFT TO RIGHT):

Mr. Derek Roberts
(Convenor, Task Force on FSA, CA & PDPA)

Mr. Su Tieng Teck
(Convenor, Distribution Management)

Mr. Looi Kong Meng
(Convenor, Fire, Marine & Engineering)

Mr. Steve Crouch
(Convenor, Public Relations/CSR)

Encik Zaharudin Daud
(Convenor, Claims Management/PARS)

NOT IN THE PICTURE:

Mr. Emmanuel Nivet
(Convenor, Accident, Health and Others)





CHAIRMAN

Mr. Chua Seck Guan
(MSIG Insurance (Malaysia) Bhd)

DEPUTY CHAIRMAN, CONVENOR, MOTOR

Mr. Kong Shu Yin
(RHB Insurance Berhad)

CONVENORS

Mr. Antony Lee Fook Weng (Education/HRD)
(AIG Malaysia Insurance Berhad)

Encik Zaharudin Daud (Claims Management/PARS)
(Etiqa Insurance Berhad)

Mr. David Tan See Dip (Finance & Corporate Governance/ERM)
(Uni.Asia General Insurance Berhad)

Mr. Emmanuel Nivet (Accident, Health and Others)
(AXA Affin General Insurance Berhad)

Mr. Derek Roberts (Task Force on CA, FSA & PDPA)
(AmGeneral Insurance Berhad)

Mr. Su Tieng Teck (Distribution Management)
(Tune Insurance Malaysia Berhad)

Mr. Looi Kong Meng (Fire, Marine & Engineering)
(Lonpac Insurance Bhd)

Mr. Steve Crouch (Public Relations/CSR)
(ACE Jemeh Insurance Berhad)

REPRESENTATIVES IN OTHER ORGANIZATIONS



ASEAN INSURANCE COUNCIL

Mr. Chua Seck Guan
(MSIG Insurance (Malaysia) Bhd)

Mr. Mark Lim Kian Wei
(Persatuan Insurans Am Malaysia)

FINANCIAL MEDIATION BUREAU

Mr. Chua Seck Guan
(MSIG Insurance (Malaysia) Bhd)

MALAYSIAN MOTOR INSURANCE POOL (MMIP)

Mr. Kong Shu Yin
(RHB Insurance Berhad)

MALAYSIA RATING CORPORATION BHD (MARC)

Mr. Chua Seck Guan
(MSIG Insurance (Malaysia) Bhd)

NATIONAL COMMITTEE ON MANAGED CARE

Ms. Christine Teh Choo Hoon
(Berjaya Sompo Insurance Berhad)

Mr. Lee Swee Hua (Alternate)
(AIA Bhd)

NATIONAL PAYMENTS ADVISORY COUNCIL (NPAC)

Mr. Chua Seck Guan
(MSIG Insurance (Malaysia) Bhd)

NATIONAL ROAD SAFETY COUNCIL

Ms. Mahinder Kaur
(Persatuan Insurans Am Malaysia)

NATIONAL TRANSIT TRANSPORT COORDINATING COMMITTEE (Protocol 5)

Mr. Mark Lim Kian Wei
(Persatuan Insurans Am Malaysia)

THE MALAYSIAN INSURANCE INSTITUTE

Mr. Chua Seck Guan
(MSIG Insurance (Malaysia) Bhd)

SUB-COMMITTEE MEMBERS 2014 - 2015



DISTRIBUTION MANAGEMENT SUB-COMMITTEE

CONVENOR

Mr. Su Tieng Teck
(Tune Insurance Malaysia Berhad)

DEPUTY CONVENOR

Mr. Charlie Hah Kee Leong
(The Pacific Insurance Berhad)

MEMBERS

Ms. Adeline Loh
(AIG Malaysia Insurance Berhad)
Mr. Foo Chuen Hou
*(Allianz General Insurance Company
(Malaysia) Berhad)*
Ms. Grace Quah Seok Chen
(AmGeneral Insurance Berhad)
Mr. Chong Kok Kuan
(Berjaya Sompoo Insurance Berhad)
Mr. Ronnie Lee Seong Kar
(Etiqa Insurance Bhd)
Mr. Chuang Chee Hing
(Lonpac Insurance Bhd)
Mr. Teoh Guan Huat
(MSIG Insurance (Malaysia) Bhd)
Mr. William Foo
(QBE Insurance (Malaysia) Berhad)
Mr. Cheong Yew Wing
(The Pacific Insurance Berhad)

CLAIMS MANAGEMENT SUB-COMMITTEE

CONVENOR

Encik Zaharudin Daud
(Etiqa Insurance Berhad)

DEPUTY CONVENOR

Ms. Irene Loo Siew Mee
(Uni.Asia General Insurance Berhad)

MEMBERS

Mr. Mageswaran Subramaniam
(AIG Malaysia Insurance Berhad)
Mr. Sivakumar s/o Ramanlingam
*(Allianz General Insurance Company
(Malaysia) Berhad)*
Mr. Arron Mann
(AmGeneral Insurance Berhad)
Ms. Siew Yoke Peng
(Berjaya Sompoo Insurance Berhad)
Encik Muhammad Azlan Noor Che Mat
(Etiqa Insurance Berhad)
Ms. Tan Sock Yee
(Malaysian Reinsurance Berhad)
Mr. Harminder Singh
(MSIG Insurance (Malaysia) Bhd)
Ms. Chan Cheng Sim
(Pacific & Orient Insurance Co. Berhad)
Mr. Francis Cham Hock Seng
(The Pacific Insurance Berhad)

Mr. Vijaya Kumar
(Tokio Marine Insurans (Malaysia) Berhad)

EDUCATION/HRD SUB-COMMITTEE

CONVENOR

Mr. Antony Lee Fook Weng
(AIG Malaysia Insurance Berhad)

DEPUTY CONVENOR

Mr. Bernard Ong Chin Soon
(MSIG Insurance (Malaysia) Bhd)

MEMBERS

Puan Hani Hazerin Abdul Hamid
(AIG Malaysia Insurance Berhad)
Encik Mokhtar Abdul Razak
(Etiqa Insurance Berhad)
Puan Nor Azima Abdul
(QBE Insurance (Malaysia) Berhad)
Mr. Tey Chin Lea
(The Pacific Insurance Berhad)
Ms. Kathryn Kok Poh Chee
(Tune Insurance Malaysia Berhad)

FINANCE AND CORPORATE GOVERNANCE/ERM SUB-COMMITTEE

CONVENOR

Mr. David Tan See Dip
(Uni.Asia General Insurance Berhad)



DEPUTY CONVENOR

Mr. Ng Seng Khin
(Lonpac Insurance Bhd)

MEMBERS

Mr. David Oo
(AIA Berhad)
Puan Zawinah Ismail
(AIG Malaysia Insurance Berhad)
Ms. Felicia Lee Chi Kwan
(Allianz General Insurance Co. (M) Berhad)
Ms. Dang Mei Yin
(AmGeneral Insurance Berhad)
Mr. Raymond Cheah
(Etiqa Insurance Berhad)
Ms. Khoo Sook Hooi
(Overseas Assurance Corp. (M) Berhad)
Ms. Seng Soo Wy
(QBE Insurance (M) Berhad)
Ms. Jennifer Ong Bee Choo
(Uni.Asia General Insurance (M) Bhd)
Encik Suffian Abdul Rahman
(Zurich Insurance (M) Berhad)

**FIRE, MARINE & ENGINEERING
SUB-COMMITTEE**

CONVENOR

Mr. Looi Kong Meng
(Lonpac Insurance Berhad)

DEPUTY CONVENOR

Encik Eddy Azly Abidin
(Lonpac Insurance Bhd)

MEMBERS

Mr. Foo Yong Chiat
(AIG Malaysia Insurance Berhad)
Ms. Lee Ying Ying
(AIG Malaysia Insurance Berhad)
Ms. Ong Sow Ming
(AmGeneral Insurance Berhad)
Puan Nur Basmin Md Amin
(Etiqa Insurance Berhad)
Encik Asri Suratman
(Tokio Marine Insurans (Malaysia) Berhad)
Puan Hajjah Mili Mohd Yusoff
(Malaysian Reinsurance Berhad)
Encik Musi Kadim
(Malaysian Reinsurance Berhad)
Mr. Manogaran Sinnathambay
(MSIG Insurance (Malaysia) Bhd)
Ms. Audrey Lee
(Munich Reinsurance Company Malaysia Branch)
Mr. Yong Moh Peng
(Progressive Insurance Bhd)
Mr. Peter Puah Boon Kee
(RHB Insurance Berhad)
Ms. Wendy Tan Mei Wei
(Swiss Reinsurance Company Ltd)
Ms. Teresa Wong Lai Fun
(Zurich Insurance Malaysia Berhad)

**ACCIDENT, HEALTH AND OTHERS
SUB-COMMITTEE**

CONVENOR

Mr. Emmanuel Nivet
(AXA Affin General Insurance Berhad)

DEPUTY CONVENOR

Mr. David Chang Kok Fah
(AmGeneral Insurance Berhad)

MEMBERS

Mr. Au Chee Keong
(AIA Bhd)
Mr. Suresh Singh
(AIG Malaysia Insurance Berhad)
Mr. Raymond Lian Yin Chon
(AXA Affin General Insurance Berhad)
Ms. Christine Teh Chooi Hoon
(Berjaya Sompo Insurance Berhad)
Ms. Jenny Yeoh Yeok Len
(MSIG Insurance (Malaysia) Bhd)
Mr. Kevin Choong Wui Teck
(Overseas Assurance Corporation (Malaysia) Berhad)
Ms. Lum Sau Mei
(Progressive Insurance Bhd)
Mr. Richard Liang Lip Kin
(The Pacific Insurance Berhad)
Encik Aminuddin Md Amin Shukeri
(Tune Insurance Malaysia Berhad)



Mr. Matthews s/o George
(Uni.Asia General Insurance Berhad)
Mr. Tan Kang Han
(Zurich Insurance Malaysia Berhad)

MOTOR SUB-COMMITTEE

CONVENOR

Mr. Kong Shu Yin
(RHB Insurance Berhad)

DEPUTY CONVENOR

Mr. Jimmy Tan Ooi Chai
*(Allianz General Insurance Company
(Malaysia) Berhad)*

MEMBERS

Mr. Danny Yap
(AIG Malaysia Insurance Berhad)
Ms. Elaine Kok Yoke Foong
(AmGeneral Insurance Berhad)
Mr. James Choi Weng Hon
(Berjaya Sompoo Insurance Berhad)
Encik Fazlur Azmi Abdul Malek
(Etiqa Insurance Berhad)
Encik Azmi Abdul Wahab
(Hannover Rueck SE Malaysian Branch)
Puan Yahani Hashim
(Malaysian Reinsurance Berhad)
Ms. Sophia Chan Soi Fong
(MSIG Insurance (Malaysia) Bhd)

Ms. Chin Siew Chi
*(Munich Reinsurance Company Malaysia
Branch)*
Ms. Chan Cheng Sim
(Pacific & Orient Insurance Co. Berhad)
Mr. Goh Eng Chun
(RHB Insurance Berhad)
Mr. Eric Tay Chee Chiang
(The Pacific Insurance Bhd)
Mr. Peter Ong Wooi Loon
(Uni.Asia General Insurance Berhad)
Mr. Tan Chew Kuan
(Zurich Insurance Malaysia Berhad)

PARS COMMITTEE

CHAIRMAN

Encik Muhammad Azlan Noor Che Mat
(Etiqa Insurance Berhad)

MEMBERS

Mr. Yew Sin Nam
(AIG Malaysia Insurance Berhad)
Ms. Penny Sivam Sedase Von Pillay
*(Allianz General Insurance Company
(Malaysia) Berhad)*
Ms. Jess Tham Yim Kheng
(AmGeneral Insurance Berhad)
Mr. Loh Chin Choy
(Berjaya Sompoo Insurance Berhad)

Puan Haslenda Md Mokhtar Rudin
(Etiqa Insurance Berhad)
Mr. Jaspal Singh
(MSIG Insurance (Malaysia) Bhd)
Mr. Siow Chon Siong
(Multi-Purpose Insurans Bhd)
Mr. Alan Sii How Ping
(RHB Insurance Berhad)
Mr. Ronnie Chan Yoon Kong
(Tune Insurance Malaysia Berhad)

**PUBLIC RELATIONS/CSR
SUB-COMMITTEE**

CONVENOR

Mr. Steve Crouch
(ACE Jerneh Insurance Berhad)

DEPUTY CONVENOR

Ms. Valerie Ann Fernandez
(Uni.Asia General Insurance Berhad)

MEMBERS

Mr. Vishal P. Doshi
(AIG Malaysia Insurance Berhad)
Ms. Vivienne Beh
(Etiqa Insurance Berhad)
Puan Noorazimah Tahir
(Malaysian Reinsurance Berhad)
Ms. Lakshmi K.A.
(Tune Insurance Malaysia Berhad)
Puan Roziana Mohd Yatim
(Zurich Insurance Malaysia Berhad)

TASK FORCE ON FINANCIAL SERVICES ACT, COMPETITION ACT & PERSONAL DATA PROTECTION ACT

CONVENOR

Mr. Derek Roberts
(AmGeneral Insurance Berhad)

DEPUTY CONVENOR

Mr. Keith Joseph
(AmGeneral Insurance Berhad)

MEMBERS

Ms. Fiona Yew
(ACE Jerneh Insurance Berhad)
Y.Bhg. Datin Veronica Selvanayagy
(AIA Bhd)
Mr. Philip Huang Deyiao
(AIG Malaysia Insurance Berhad)
Ms. Tee Rin Na
(AIG Malaysia Insurance Berhad)
Mr. Tony Toh Choon Ti
(Allianz General Insurance Company (Malaysia) Berhad)
Ms. Aisah Bevi Abdul Rahman
(AXA Affin General Insurance Berhad)
Ms. Joanna Zakaria
(Etiqa Insurance Berhad)
Mr. Yow Kai Fook
(Lonpac Insurance Bhd)

Ms. Gan Sye Ni
(MSIG Insurance (Malaysia) Bhd)
Mr. Kok Yoong Khan, Edward
(Prudential Assurance Malaysia Berhad)
Encik Ahmad Zaidi Khairuddin
(RHB Insurance Berhad)
Ms. Asha d/o M Verghese Thomas
(Uni.Asia General Insurance Berhad)
Mr. Alan Ho Shao Yan
(Zurich Insurance Malaysia Berhad)

SABAH LIAISON GROUP

CONVENOR

Mr. Benedict Majin
(Progressive Insurance Bhd)

MEMBERS

Mr. Chin Yun Fong
(Berjaya Sompo Insurance Berhad)
Mr. Michael Wong Ho On
(Uni.Asia General Insurance Berhad)
Mr. Liew Chi Fui
(Zurich Insurance Malaysia Berhad)

SARAWAK LIAISON GROUP

CONVENOR

Mr. Eric Tan Hui Chuing
(Uni.Asia General Insurance Berhad)

MEMBERS

Mr. Alex Ong Liang Liang
(Berjaya Sompo Insurance Berhad)
Mr. Wong Shon Kwang
(RHB Insurance Berhad)
Mr. Hong Swee Leong
(Zurich Insurance Malaysia Berhad)

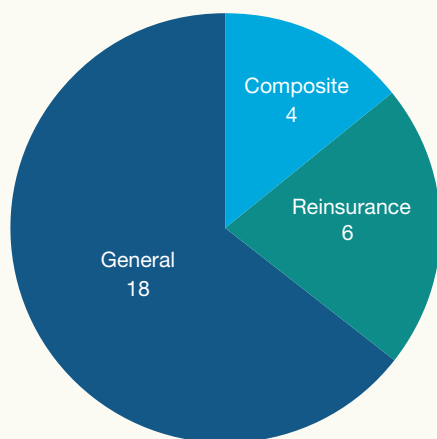
MANAGEMENT COMMITTEE REPORT 2014/2015

LAPORAN JAWATANKUASA PENGURUSAN 2014/2015

We have pleasure in presenting the 2014/2015 Report of the Management Committee. This report provides an overview of the general insurance industry and highlights of the activities and projects of the Association for the period under review.

ASSOCIATION MEMBERSHIP

As at 1 April 2015, the Association had 28 members comprising licensed general insurance and reinsurance companies operating in Malaysia. There were 18 general insurers, 4 composite insurers and 6 general reinsurers. Out of the 28 members, 12 were domestic operations whilst 16 were foreign owned.

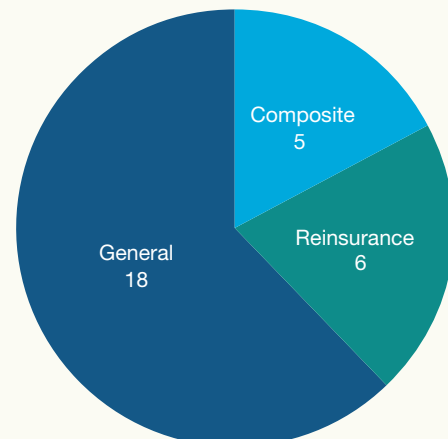


2015

Kami dengan sukacitanya mengemukakan Laporan Jawatankuasa Pengurusan 2014/2015 yang memberi gambaran keseluruhan mengenai perkembangan industri insurans am dan aktiviti-aktiviti serta projek-projek Persatuan dalam tempoh yang dikaji.

KEAHLIAN PERSATUAN

Pada 1 April 2015, Persatuan mempunyai 28 ahli yang terdiri daripada syarikat-syarikat insurans am dan insurans semula berlesen yang beroperasi di Malaysia. Terdapat 18 syarikat insurans am, 4 syarikat insurans komposit dan 6 syarikat penginsurans semula am. Daripada 28 syarikat anggota, 12 adalah syarikat tempatan manakala 16 adalah milikan asing.



2014

BUSINESS REPORT

In 2014, the Malaysian economy grew at a stronger pace of 6% (2013: 4.7%) with growth driven by domestic demand and positive growth in net exports. Within the region, Malaysia's Real GDP Growth at 6% was strong compared to the global growth of 3.3%. Net exports turned around to contribute positively to growth after 7 years of negative contribution, as Malaysia benefitted from the recovery in advanced economies and stronger demands from the regional economies. Headline inflation averaged at 3.2% in 2014 (2013: 2.1%).

LAPORAN PERNIAGAAN

Pada tahun 2014, ekonomi Malaysia berkembang pada kadar yang lebih kukuh sebanyak 6% (2013: 4.7%) dengan pertumbuhan yang dipacu oleh permintaan domestik dan pertumbuhan positif dalam eksport bersih. Dalam rantau ini, Pertumbuhan KDNK Benar Malaysia pada 6% adalah kukuh berbanding dengan pertumbuhan global sebanyak 3.3%. Eksport bersih kembali pulih untuk menyumbang secara positif selepas 7 tahun mencatatkan sumbangan negatif, berikutan manfaat yang diterima Malaysia daripada pemulihan dalam ekonomi maju dan permintaan yang lebih kukuh daripada ekonomi serantau. Purata Inflasi adalah pada 3.2% pada tahun 2014 (2013: 2.1%).

KEY FIGURES OF THE GENERAL INSURANCE INDUSTRY 2014/2015

PETUNJUK UTAMA INDUSTRI INSURANS AM 2014/2015

KEY FIGURES OF THE GENERAL INSURANCE INDUSTRY 2014/2015

General Insurance Industry Shows Resilience in 2014

The general insurance industry grew at a steady rate in 2014 with gross written premiums increasing by 5.9% to RM17.09 billion as compared to RM16.15 billion in 2013. The industry's resilient performance was attributed to increased domestic demand and a greater awareness of insurance and benefits from insuring risks among consumers and the business community.

The critical issues faced by the insurance industry continued to be focused on the motor sector which bears a heavy burden of increased claims cost. During 2014, the industry paid out RM5.04 billion in Motor Insurance claims. This represents a staggering RM13.8 million paid out daily as compensation for bodily injuries and property damages caused by road accidents as well as vehicle theft. Motor claims increased by 5.4 % from 2013 with the rising trend showing no sign of abating. PIAM will continue to focus on inculcating road safety and good driving habits among all motorists to minimize accidents and fatalities on Malaysian roads.

Vehicle theft showed a 15% reduction from 2013 for all classes with theft of private cars reducing by 5% in 2014. PIAM applauds and compliments the ongoing efforts of the Police, Customs and law-enforcement agencies in arresting and convicting the theft syndicates. Moving forward the Association will do more to bring down the high vehicle theft rate in Malaysia. It will work closely with the Vehicle Theft Reduction Council (VTREC) which brings together all stakeholders nationwide to collaborate on several joint initiatives to combat the problem.

PETUNJUK UTAMA INDUSTRI INSURANS AM 2014/2015

Industri Insurans Am Menunjukkan Kekukuhan pada 2014

Pertumbuhan industri insurans am meningkat pada kadar yang stabil pada tahun 2014 dengan premium bertulis kasar meningkat sebanyak 5.9% kepada RM17.09 bilion berbanding RM16.15 bilion pada tahun 2013. Prestasi kukuh industri ini adalah disebabkan oleh peningkatan permintaan domestik dan kesedaran yang meningkat dalam kalangan pengguna dan komuniti perniagaan berkenaan insurans dan manfaat daripada menginsuranskan risiko.

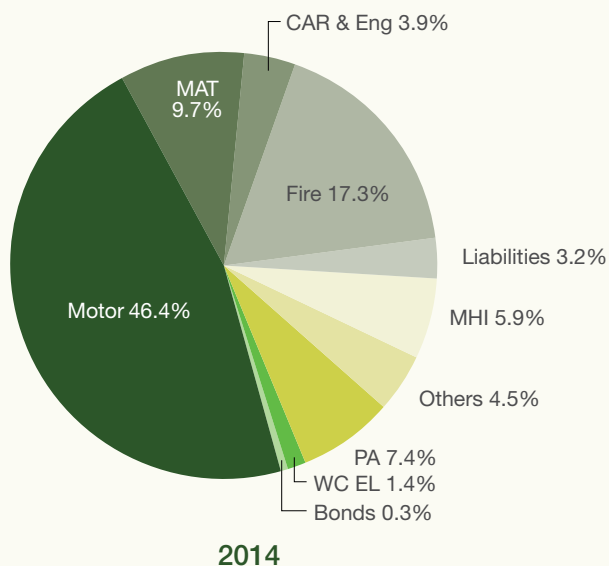
Isu-isu kritikal yang dihadapi oleh industri insurans terus memberi tumpuan kepada sektor motor yang menanggung beban yang berat daripada kos tuntutan yang meningkat. Pada 2014, industri insurans am membayar RM5.04 bilion bagi tuntutan Insurans Motor. Jumlah tersebut merangkumi RM13.8 juta yang dibayar setiap hari sebagai pampasan bagi kecederaan anggota badan dan kerosakan harta benda yang disebabkan oleh kemalangan jalan raya dan kecurian kenderaan. Tuntutan motor meningkat sebanyak 5.4% berbanding tahun 2013 dengan trend yang terus-menerus tinggi. PIAM akan meneruskan tumpuannya dalam memupuk kesedaran mengenai keselamatan jalan raya dan tabiat pemanduan yang baik dalam kalangan pengguna jalan raya untuk mengurangkan kemalangan dan kematian di jalan raya Malaysia.

Kecurian kenderaan menunjukkan pengurangan sebanyak 15% berbanding tahun 2013 untuk kesemua kelas dengan kecurian kenderaan persendirian berkurangan sebanyak 5% pada tahun 2014. PIAM ingin merakamkan setinggi-tinggi penghargaan atas usaha berterusan pihak Polis, Kastam dan agensi-agensi penguatkuasaan undang-undang dalam membanteras sindiket kecurian ini. Melangkah ke hadapan, Persatuan akan meningkatkan lagi usaha menurunkan kadar kecurian kenderaan yang tinggi di Malaysia. Persatuan akan bekerjasama dengan Vehicle Theft Reduction Council (VTREC) yang mengumpulkan kesemua pihak berkepentingan di seluruh negara untuk bergabung dalam beberapa inisiatif bersama bagi memerangi masalah ini.

General Insurance Business Market Share

In terms of market share, Motor Insurance remained status quo to be the largest class with a share of 46.4% of the total business underwritten (2013: 46.6%). This was followed by the Fire insurance class which stood at 17.3% (2013: 17.3%).

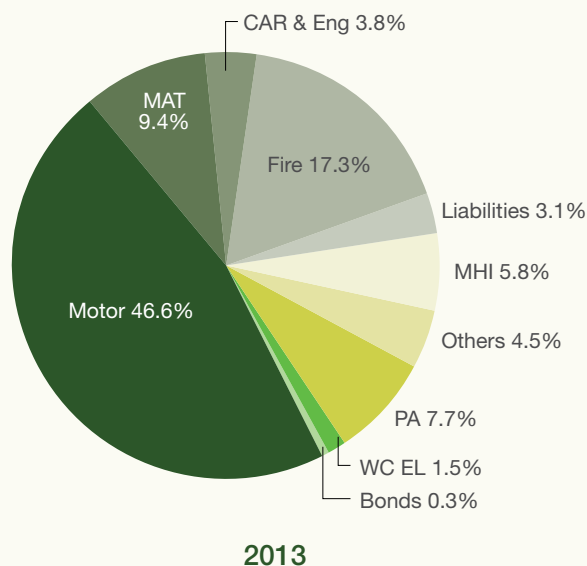
The Motor and Fire classes of business achieved an increase in gross written premium of 5.4% to reach RM7.933 billion (2013: RM7.524 billion, 7.8%), and 5.8% to reach RM2.954 billion (2013: RM2.793 billion, 8.6%) respectively.



Prestasi Perniagaan Insurans Am

Dari segi pecahan pasaran, Insurans Motor kekal sebagai kelas yang dominan dengan menguasai 46.4% daripada jumlah perniagaan bertulis (2013: 46.6%). Ini diikuti oleh kelas insurans Kebakaran yang kekal pada 17.3% (2013: 17.3%).

Sektor Motor dan Kebakaran masing-masing mencapai peningkatan dalam premium bertulis kasar sebanyak 5.4% kepada RM7.933 bilion (2013: RM7.524 bilion, 7.8%), dan 5.8% kepada RM2.954 bilion (2013: RM2.793 bilion, 8.6%).



Net Claims Incurred Ratios (NCIR) By Sectors

The overall Net Claims Incurred Ratio (NCIR) remained at 56.7% for 2 consecutive years of 2014 and 2013. The overall Motor NCIR decreased to 71.5% (2013: 72.7%), whilst Medical and P.A. increased to 57.5% (2013: 50.6%) and 29.4% (2013: 27.0%) respectively.

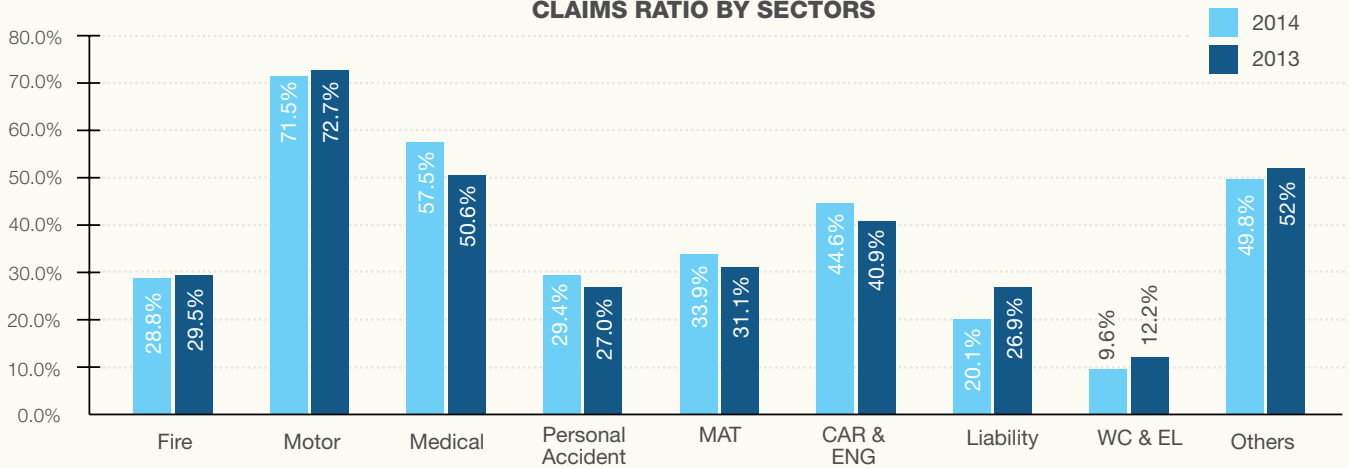
The NCIR for “Motor Act” cover (i.e. cover for compulsory third party bodily injury and death liabilities), increased this year to 221.4% from 206.5% in 2013.

Nisbah Tuntutan Bersih Kena Bayar (NCIR) Mengikut Sektor

Keseluruhan Tuntutan Bersih Nisbah Kena Bayar (NCIR) kekal pada 56.7% bagi tahun 2014 dan 2013. Keseluruhan NCIR bagi sektor Motor menurun kepada 71.5% (2013: 72.7%), manakala sektor Insurans Perubatan dan Kemalangan Diri masing-masing meningkat kepada 57.5% (2013: 50.6%) dan 29.4% (2013: 27.0%).

NCIR bagi perlindungan “Motor Act” (iaitu perlindungan wajib bagi kecederaan anggota badan bagi pihak ketiga dan liabiliti kematian), pada tahun ini meningkat kepada 221.4% daripada 206.5% pada tahun 2013.

CLAIMS RATIO BY SECTORS

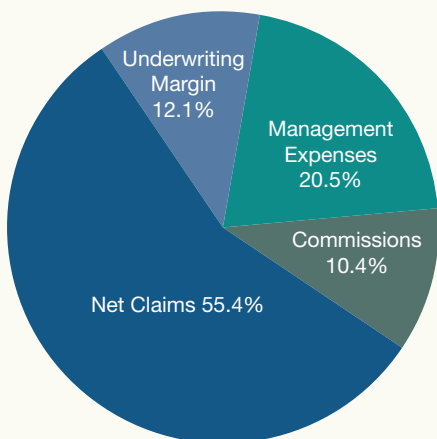


Underwriting Margin

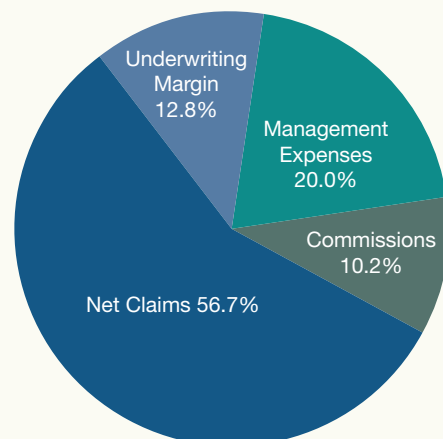
The general insurance industry recorded an underwriting margin of 12.1% amounting to RM1.639 billion compared to 12.8% amounting to RM1.462 billion in 2013. The combined management expenses and commissions ratio of insurance companies remained stable with a slight increase to 30.9% in 2014 from 30.2% in 2013.

Margin Pengunderaitan

Industri insurans am mencatatkan margin pengunderaitan sebanyak 12.1% berjumlah RM1.639 bilion berbanding dengan 12.8% berjumlah RM1.462 bilion pada tahun 2013. Nisbah perbelanjaan pengurusan dan komisen bergabung bagi syarikat-syarikat insurans kekal stabil dengan sedikit peningkatan kepada 30.9% pada tahun 2014 daripada 30.2% pada tahun 2013.



2014



2013

DEVELOPMENTS IN THE GENERAL INSURANCE INDUSTRY

PERKEMBANGAN DALAM INDUSTRI INSURANS AM

DEVELOPMENTS IN THE GENERAL INSURANCE INDUSTRY

Transformation of PIAM

With the introduction of the Financial Services Act, 2013, the Management Committee had undertaken a strategic review of the Association through an external consultant to ensure the Association remains relevant to its members and to chart a new role for PIAM. In this review exercise, the inputs of members and external stakeholders were considered.

PIAM will deliver Core Values to its members as follows:-

- **Articulate** One Unified Voice for and on behalf of the industry
- **Create** Favourable Business Environment for member companies
- **Promote** Image of the industry and its Role in the Economy
- **Educate** Consumers on General Insurance Products
- **Foster** Public confidence by protecting the interests of Consumers
- **Establish** a Sound and Efficient Insurance Infrastructure with Best Practices
- **Raise** Professionalism and ensure Standards in Distribution
- **Harmonize** Approaches and Solutions to Industry Issues
- **Build** a pipeline of talent and profile general insurance as a career of choice
- **Facilitate** Information Sharing within boundaries of Competition Act

4 main Building Blocks of Change have been recommended:-

- **Corporate Profile, Image and Stakeholders' Management**
- **Industry Standards and Best Practices**
- **Information Management and Research**
- **Human Capital and Talent**

To start off the transformation process, the organization structure of the PIAM Secretariat was streamlined and optimized for effective performance and discharge of its new role and functions. A full-time Chief Executive Officer was employed to ensure a strong, independent leadership at the helm of the Secretariat.

Some of the projects under the strategic review which have been implemented by the Association are:-

PERKEMBANGAN DALAM INDUSTRI INSURANS AM

Transformasi PIAM

Dengan pengenalan Akta Perkhidmatan Kewangan, 2013, Jawatankuasa Pengurusan telah menjalankan satu kajian semula strategik Persatuan melalui perunding luar untuk memastikan Persatuan kekal relevan kepada ahli-ahlinya serta merangka peranan baharu untuk PIAM. Dalam kajian semula ini, input daripada ahli-ahli dan pemegang kepentingan luar telah dipertimbangkan

PIAM akan terus menyampaikan Nilai-nilai Teras kepada ahli-ahlinya seperti berikut:-

- **Mengetuai** Satu Suara Bersama untuk dan bagi pihak industri
- **Mewujudkan** sebuah Persekutuan Perniagaan yang menggalakkan bagi syarikat-syarikat anggota Persatuan
- **Meningkatkan** Imej industri dan Peranannya dalam Ekonomi
- **Mendidik** Pengguna berkenaan Produk Insurans Am
- **Memupuk** keyakinan Awam dengan melindungi kepentingan Pengguna
- **Menubuhkan** Infrastruktur Insurans yang Cepak dan Efisien dengan Amalan Terbaik
- **Meningkatkan** Profesionalisme dan memastikan Standard dalam Pengeedaran
- **Menyelaras** Pendekatan dan Penyelesaian berkenaan Isu dihadapi Industri
- **Membina** saluran bakat dan membina profil insurans am sebagai kerjaya pilihan
- **Menerajui** Perkongsian Maklumat yang termaktub dalam Akta Persaingan

4 Blok Pembangunan Perubahan utama yang telah disyorkan:-

- **Profil Korporat, Imej dan Pengurusan Pemegang Kepentingan**
- **Piawaian Industri dan Amalan Terbaik**
- **Pengurusan Maklumat dan Penyelidikan**
- **Modal Insan dan Bakat**

Untuk memulakan proses transformasi, struktur organisasi Sekretariat PIAM telah diperkemas dan dioptimumkan bagi mencapai prestasi berkesan serta membantu menjalankan peranan dan fungsi baharunya. Seorang Ketua Pegawai Eksekutif sepenuh masa telah dilantik untuk memastikan kepimpinan yang jitu dan bebas dalam menerajui Sekretariat.

Antara projek-projek di bawah kajian semula strategik yang telah dilaksanakan oleh Persatuan adalah:-

Corporate Profile, Image and Stakeholders' Management

PIAM launched its new logo which depicts a bold "P"; striking a balance between heritage and the evolutionary process of progressing into the future on 9 February 2015.

To further enhance the interaction with member companies, networking sessions with the CEOs of member companies are organized. The objective of these sessions is to keep members updated on industry performances, project updates and major developments in the market. These sessions have received encouraging support and participation of all CEOs of member companies.

On media and stakeholder management, the Association holds bi-annual media briefings to update the media on industry's performance and other critical areas affecting the general insurance industry. The Association has also enhanced its engagement and interaction with external stakeholders and the regulator.

Industry Standards and Best Practices

To ensure a common understanding of general insurance practices, it is important to have industry standards and best practices in place. Several initiatives on setting industry standards and best practices are being implemented. This cover the simplification of policy wordings, common standards on treatment of GST on insurance products, Compliance Officers Networking Sessions to create a better understanding of compliance issues and ERM Knowledge Sharing Forums. It also includes the Joint Insurance and Takaful Council's initiatives to harmonize practices between the conventional and takaful market and Disciplinary procedures to address unethical practices.

The Association has also embarked on the development of a Liberalization Roadmap to establish the short-term and long-term goals for the insurance industry during the transition to a liberalized market. There are also several other projects identified to address the rising claims costs in motor insurance.

Information Management and Research

The analysis and sharing of key industry statistics helps in developing the insurance industry further. The Association has enhanced its collaboration with the Insurance Services Malaysia (ISM) to capitalize on the industry statistics collated by ISM. ISM is also developing a Fraud Intelligence System which is a comprehensive insurance and takaful database to identify potential fraudulent transactions. ISM will embark on a pilot

Profil Korporat, Imej dan Pengurusan Pemegang Kepentingan

PIAM telah melancarkan logo baharu yang digambarkan melalui simbol huruf "P" yang diserlahkan, bagi mengimbangi warisan dan evolusi proses pemantapan Persatuan ke masa hadapan pada 9 Februari 2015.

Bagi meningkatkan lagi interaksi dengan ahli Persatuan, sesi jaringan bersama CEO syarikat-syarikat anggota PIAM telah dianjurkan. Objektif sesi ini adalah untuk memastikan syarikat-syarikat anggota Persatuan sentiasa dikemaskini dengan maklumat berkaitan prestasi industri, laporan terkini projek dan pembangunan utama dalam pasaran. Sesi ini telah menerima sokongan dan penyertaan yang menggalakkan daripada kesemua CEO syarikat-syarikat anggota PIAM.

Bagi pengurusan media dan pemegang kepentingan, Persatuan mengadakan taklimat media dwi-tahunan untuk mengemaskini pihak media mengenai prestasi industri dan bidang kritikal lain yang memberi kesan kepada industri insurans am. Persatuan juga telah meningkatkan penglibatan dan interaksinya dengan pemegang kepentingan luar dan badan pengawal selia.

Standard Industri dan Amalan Terbaik

Untuk memastikan kesefahaman bersama mengenai amalan perniagaan bagi insurans am, penyediaan piawaian industri dan amalan terbaik adalah amat penting. Beberapa inisiatif dalam menyediakan piawaian industri dan amalan perniagaan terbaik sedang dilaksanakan. Ini termasuklah penyusunan isi kandungan polisi yang lebih mudah, standard umum berkenaan GST ke atas produk insurans, Sesi Jaringan Pegawai Pematuhan untuk mewujudkan kefahaman yang lebih baik mengenai isu-isu pematuhan dan Forum Berkongsi Pengetahuan ERM. Ianya juga termasuk inisiatif dianjurkan Majlis Bersama Insurans dan Takaful untuk mengharmonikan amalan antara pasaran konvensional dan takaful serta prosedur Tatatertib untuk menangani amalan perniagaan tidak beretika.

Persatuan juga telah memulakan pembangunan Pelan Hala Tuju Liberalisasi untuk menubuhkan matlamat jangka pendek dan jangka panjang bagi industri insurans semasa peralihan kepada pasaran yang liberal. Terdapat juga beberapa projek lain yang dikenal pasti untuk menangani kos tuntutan yang semakin meningkat dalam insurans motor.

Pengurusan Maklumat dan Penyelidikan

Analisa dan perkongsian maklumat utama statistik industri membantu dalam membangunkan industri insurans dengan lebih jauh lagi. Persatuan telah meningkatkan kerjasamanya dengan Insurance Services Malaysia (ISM) dalam menggunakan statistik industri yang dikumpulkan oleh ISM. ISM juga sedang membangunkan Sistem Perisikan Penipuan yang merupakan pangkalan data insurans dan takaful komprehensif bagi mengenal pasti potensi penipuan transaksi. ISM akan memulakan projek

DEVELOPMENTS IN THE GENERAL INSURANCE INDUSTRY PERKEMBANGAN DALAM INDUSTRI INSURANS AM

project involving a few insurance companies with the focus on motor fraud.

Human Capital and Talent

A pipeline of talent is critical to sustain the growth of the industry. Firstly, the goal is to profile the general insurance industry as a career of choice. The negative perception of the insurance industry has made it difficult for member companies to attract bright young talent and working professionals. Several programs have been introduced this year e.g. organizing career talks at universities and the introduction of the General Insurance Internship for Talent (GIIFT) project. Other ongoing projects include the Young Managers Think Tank for talent development and an industry forum with Human Capital and HR managers.

Liberalization of the General Insurance Industry

PIAM and Malaysian Takaful Association (MTA) have set up a Joint Task Force (JTF) on Liberalization to chart a liberalization roadmap for the Malaysian general insurance and takaful industry. The JTF had reviewed the current practices in the industry in Malaysia and conducted a study on the de-tariffication approaches adopted by other markets during their transition to a liberalized market. The information collated was used as a case study in developing a liberalization roadmap for Malaysia.

The JTF submitted the roadmap to Bank Negara Malaysia (BNM) in March 2014. Following feedback received from BNM, the roadmap was revised to take into account pre-conditions to be put in place to ensure an orderly transition to de-tariffication, which include measures to be taken to manage and mitigate any adverse reactions thereto, industry preparedness towards liberalization, etc. The industry awaits further engagement with BNM on the revised Roadmap paper that was submitted to BNM in October 2014.

New Motor Cover Framework (NMCF) and the Accident Assist Call Centre (AACC)

The New Motor Cover Framework introduced in 2012 has a two-prong strategy, i.e. to enhance efficiency in the provision of motor cover by the industry and a gradual price adjustment that will ensure that the public is able to purchase motor insurance at affordable premiums. Enhancements have since been implemented by various stakeholders which include Government agencies, insurers and takaful operators, consumer and transport groups and the Malaysian Bar Council.

perintis yang melibatkan beberapa syarikat insurans dengan tumpuan ke atas penipuan motor.

Modal Insan dan Bakat

Saluran bakat berterusan adalah penting untuk mengekalkan pertumbuhan industri. Pertama, matlamatnya adalah untuk meningkatkan profil industri insurans am sebagai kerjaya pilihan. Persepsi negatif terhadap industri insurans telah menyukarkan syarikat-syarikat anggota PIAM untuk menarik bakat muda terbaik dan ahli profesional yang bekerja. Beberapa program yang telah diperkenalkan pada tahun ini ialah seperti penganjuran sesi perkongsian kerjaya di universiti dan pengenalan projek General Insurance Internship for Talent (GIIFT). Projek lain yang sedang dijalankan ialah Young Managers Think Tank untuk pembangunan bakat dan forum industri bersama-sama Pengurus Sumber Manusia dan Modal Insan.

Liberalisasi Industri Insurans Am

PIAM dan Persatuan Takaful Malaysia (MTA) telah menubuhkan Pasukan Petugas Bersama (JTF) Liberalisasi untuk merangka pelan tindakan liberalisasi bagi industri insurans am dan takaful Malaysia. JTF telah mengkaji semula amalan semasa insurans am di Malaysia dan menjalankan satu kajian terhadap pendekatan de-tarififikasi yang digunakan oleh pasaran lain semasa melalui proses peralihan kepada pasaran liberal. Maklumat yang dikumpul telah digunakan sebagai kajian kes dalam membangunkan pelan tindakan untuk liberalisasi di Malaysia.

JTF telah menghantar pelan hala tuju kepada Bank Negara Malaysia (BNM) pada Mac 2014. Berikutan maklum balas yang diterima daripada BNM, pelan hala tuju tersebut telah ditambahbaik untuk mengambil kira pra-syarat yang harus ditekankan untuk memastikan peralihan yang teratur, termasuklah langkah-langkah yang perlu diambil untuk mengurus dan mengurangkan kesan sampingan yang tidak dikehendaki seperti, kesediaan industri ke arah liberalisasi, dan lain-lain. Pihak industri sedang menanti sesi perbincangan seterusnya bersama BNM berkenaan kertas pelan hala tuju yang telah ditambahbaik yang telah dikemukakan kepada BNM pada bulan Oktober 2014.

Rangka Kerja Baharu Perlindungan Motor (NMCF) dan Pusat Panggilan Bantuan Kemalangan (AACC)

Rangka Kerja Baharu Perlindungan Motor yang diperkenalkan pada tahun 2012 mempunyai strategi serampang dua mata, iaitu untuk meningkatkan kecekapan dalam peruntukan perlindungan motor oleh pihak industri dengan pelarasan harga secara berperingkat untuk memastikan orang ramai dapat membeli insurans motor pada premium yang berpatutan. Beberapa langkah penambahan di bawah Rangka Kerja Baharu ini telah dilaksanakan oleh pelbagai pihak berkepentingan, termasuk agensi kerajaan, penanggung insurans dan pengendali takaful, pengguna dan kumpulan pengangkutan dan Majlis Peguam Malaysia.



AACC Road Safety Program with Hilux on 5 July 2014



AACC Road Safety Program on 2 August 2014



AACC Road Safety Program on 26 January 2014

Through operation of the Framework, four revisions in the Motor Tariff premium rates were implemented and the latest revision came into effect on 15 February 2015. These premium adjustments, although small in quantum, are the first steps towards de-tariffing of the motor insurance business.

The Accident Assist Call Centre (AACC) under the hotline number 1300-22-1188 became operational on 3 June 2013 as a 24-hour nationwide public service hotline, to assist the general public who are involved in road accidents. The service provides access to towing services (private car only), road assistance (private car with comprehensive cover only), and advice on general and specific claims processes, breakdown assistance and emergency services related to road accidents. In the agenda, PIAM will look into the reduction of claims cost accentuated by fraud. The services provided by AACC are designed to reduce unauthorized intervention at the point of accident and provides advisory services on claim events on the road. The call center also handles calls to the 999 Response Centre, if emergency services like the police or ambulance are required.

To promote AACC, PIAM and MTA distributed road safety packs containing information about the AACC and goodies to motorists along expressways, with the message to drive safely during the festive season. Two events were organized in 2014 in conjunction with the Chinese New Year on 26 January 2014 at Sungai Besi PLUS toll booth and Hari Raya Aidilfitri on 2 August 2014 at Batu DUKE Toll booth, respectively. A similar program was also organized with the Hilux Club in conjunction with Ramadhan month and Hari Raya Aidilfitri on 5 July 2014 at Giant Putra Heights.

Melalui operasi rangka kerja itu, empat semakan semula bagi kadar premium Tarif Motor telah dilaksanakan dan hasil semakan terkini telah berkuat kuasa pada 15 Februari 2015. Pelarasan premium ini, walaupun kecil dari segi kuantum, merupakan antara langkah pertama menuju de-tarifikasi bagi perniagaan insurans motor.

Pusat Panggilan Bantuan Kemalangan (AACC) melalui nombor talian mudah 1300-22-1188 mula beroperasi pada 3 Jun 2013 sebagai sebuah perkhidmatan talian mudah awam seluruh negara 24-jam, bagi membantu orang awam yang terlibat dalam kemalangan jalan raya. Perkhidmatan ini menyediakan akses untuk mendapatkan perkhidmatan penundaan kereta (kereta persendirian sahaja), bantuan atas jalan (kereta persendirian dengan perlindungan komprehensif sahaja), nasihat umum serta khusus mengenai proses tuntutan, bantuan kerosakan dan perkhidmatan kecemasan yang berkaitan dengan kemalangan jalan raya. Menurut agenda, PIAM akan melihat lebih lanjut pengurangan kos tuntutan yang disebabkan oleh penipuan. Perkhidmatan yang diberikan oleh AACC diwujudkan untuk mengurangkan campur tangan pihak tidak bertanggungjawab pada masa kemalangan dan menyediakan khidmat nasihat mengenai tuntutan pada masa peristiwa di jalan raya. Pusat panggilan ini juga mengendalikan panggilan kepada Pusat Tindak Balas 999, jika perkhidmatan kecemasan seperti polis atau ambulans dikehendaki.

Untuk mempromosikan AACC, PIAM dan MTA mengedarkan pek keselamatan jalan raya yang mengandungi maklumat tentang AACC dan beg-beg cenderahati kepada pengguna lebuhraya, dengan mesej supaya memandu dengan selamat semasa musim perayaan. Dua aktiviti telah diadakan pada tahun 2014 sempena Tahun Baru Cina pada 26 Januari 2014 di plaza tol PLUS Sungai Besi dan Hari Raya Aidilfitri pada 2 Ogos 2014 di plaza tol DUKE Batu. Sebuah program yang sama juga dianjurkan bersama-sama Kelab Hilux sempena bulan Ramadhan dan Hari Raya Aidilfitri pada 5 Julai 2014 bertempat di Giant Putra Heights.

DEVELOPMENTS IN THE GENERAL INSURANCE INDUSTRY PERKEMBANGAN DALAM INDUSTRI INSURANS AM



Mr. Chua Seck Guan, Chairman of PIAM and Datuk Ir Zaini Diman, Vice President, TM Government Strategic Project, Telekom Malaysia exchanging the agreement witnessed by (from left) Puan Rozinah Anas, Project Director, MERS 999, Telekom Malaysia, Encik Zainudin Ishak, Chairman of MTA, Puan Junaidah of BNM, and Mr. Mark Lim, CEO of PIAM

Another significant highlight for the year 2014 was the AACC Agreement Signing Ceremony on 31 October 2014 which formalized the arrangement between PIAM and Telekom Malaysia.

Satu lagi pencapaian utama pada tahun 2014 ialah Majlis Menandatangani Perjanjian AACC pada 31 Oktober 2014 yang memeterai kerjasama antara PIAM dan Telekom Malaysia.

Flood Situation in the Country

PIAM and its member companies acted swiftly during the recent floods in the country which were recorded as one of the worst the country had ever experienced. Member companies offered prompt assistance to all affected policyholders by simplifying and expediting their claims handling and payout. Flood victims were also allowed the option of paying their annual premiums on an instalment basis to lessen their financial burden. In order to assist victims to get back to their normal lives, some member companies had also waived certain restrictive conditions and the excess amounts for claims specified in some policies, whilst others had deployed their staff and agents on the ground to clean up affected homes and schools.

About 7,771 flood related claims have been lodged with PIAM member companies amounting to RM245 million. Actual claims paid stood at 5,742 with a total value of RM51 million. The industry is well-positioned to pay out all claims arising from this disaster as insurers are well capitalized and have the necessary risk management programs in place to cushion such losses. The Association is also considering including flood as a standard cover in policies for the benefit of the consumer.

Situasi Banjir dalam Negara

PIAM dan syarikat-syarikat anggotanya telah bertindak pantas semasa berlakunya banjir baru-baru ini yang telah direkodkan sebagai salah satu bencana banjir yang paling teruk pernah dialami negara. Ahli PIAM telah menawarkan bantuan segera kepada kesemua pemegang polisi yang terjejas dengan memudahkan dan mempercepatkan pengendalian dan pembayaran tuntutan mereka. Mangsa banjir juga diberi pilihan untuk membayar premium tahunan mereka secara ansuran bagi meringankan beban kewangan yang dihadapi. Dalam usaha untuk membantu mangsa kembali kepada kehidupan normal mereka, beberapa ahli PIAM juga telah memansuhkan syarat ketat tertentu dan jumlah lebih bagi tuntutan yang dinyatakan dalam sesetengah polisi yang terlibat, manakala ahli yang lain telah menghantar kakitangan dan ejen insurans mereka untuk membantu membersihkan kediaman dan sekolah yang terjejas akibat banjir.

Kira-kira 7,771 tuntutan berkaitan banjir telah dilaporkan kepada syarikat-syarikat anggota PIAM dengan jumlah tuntutan sebanyak RM245 juta. Tuntutan sebenar yang dibayar adalah sebanyak 5,742 dengan nilai keseluruhan sebanyak RM51 juta. Industri ini berada dalam kedudukan yang baik untuk membayar kesemua tuntutan yang berkaitan bencana ini kerana syarikat insurans am mempunyai peruntukan modal yang mencukupi serta telah membuat penyediaan program pengurusan risiko yang diperlukan untuk menampung kerugian tersebut. Persatuan juga sedang mempertimbangkan kemasukan perlindungan akibat banjir ke dalam perlindungan asas polisi insurans untuk manfaat pengguna.

Legislative Developments in the General Insurance Industry

The general insurance industry also saw several legislative, structural and institutional enhancements with the implementation of the Financial Services Act (FSA) and Personal Data Protection Act (PDPA). Aside from imposing certain rules and regulations, these Acts also change the way insurers carry out their businesses with focus on prudence, governance and transparency and consumer protection.

Financial Services Act 2013

A Working Group was formed to look into and review the work processes to be undertaken by insurance companies to ensure the pre-contractual duty of disclosure and representation requirements are clearly communicated to policyholders with the enforcement of Schedule 9 on 1 January 2015.

The Working Group formed comprised of legal and technical personnel from the industry to ensure all angles of consumer products' documents are reviewed and areas affected by Schedule 9 are addressed. An external legal advisor was appointed to assist the Working Group in this review exercise.

As the provision of Schedule 9 will be applicable for some non-consumer general insurance products, the Working Group had expanded its review to accommodate both the products. Sample wordings and forms were drafted and circulated to member companies for adoption.

Personal Data Protection Act 2010

Subsequent to the enforcement of the Act on 15 November 2013, all member companies were requested to register with the Personal Data Protection (PDP) Office as data users by 15 February 2014. The registration of member companies is essential as it is a pre-condition to enable the Association to develop a Code of Practice for use by the industry and for members to be invited to the PDP Department's Data User Forums.

The 3 insurance Associations namely PIAM, Life Insurance Association of Malaysia (LIAM) and MTA had formed a Joint Task Force (JTF) to draw up a Code of Practice (COP) for submission to the PDP Office for endorsement. The first draft COP was submitted to the PDP Office in May 2014 and the PDP Office had responded with its input. An external legal advisor was engaged to revise the draft accordingly which was re-submitted to the PDP's office for consideration again. The industry is now awaiting approval and the approval process by the PDP Office will also involve public consultation.

Perkembangan Perundangan dalam Industri Insurans Am

Industri insurans am juga menyaksikan beberapa penambahbaikan dari segi perundangan, struktur dan institusi dengan pelaksanaan Akta Perkhidmatan Kewangan (FSA) dan Akta Perlindungan Data Peribadi (PDPA). Selain daripada mengenakan syarat dan peraturan tertentu, Akta ini juga mengubah cara syarikat insurans menjalankan perniagaan mereka dengan memberi tumpuan kepada penghematan, tadbir urus, ketelusan dan perlindungan pengguna.

Akta Perkhidmatan Kewangan 2013

Sebuah Kumpulan Kerja telah ditubuhkan untuk meneliti dan mengkaji semula proses kerja yang akan dijalankan oleh syarikat insurans untuk memastikan keperluan bagi tanggungjawab dalam pernyataan dan penzahiran pra-perjanjian telah dimaklumkan secara jelas kepada para pemegang polisi dengan penguatkuasaan Jadual 9 pada 1 Januari 2015.

Kumpulan Kerja yang dibentuk terdiri daripada kakitangan undang-undang dan teknikal dalam industri untuk memastikan kesemua sudut dalam dokumen produk pengguna dikaji semula dan sudut-sudut yang menerima kesan akibat Jadual 9 ditangani. Penasihat undang-undang luar telah dilantik untuk membantu Kumpulan Kerja dalam menjalankan kajian ini.

Memandangkan peruntukan Jadual 9 akan melibatkan beberapa produk insurans am bukan pengguna, Kumpulan Kerja telah memperluaskan kajian untuk merangkumi kedua-dua produk. Contoh ayat serta borang telah dirangka dan diedarkan kepada kesemua ahli PIAM untuk digunakan.

Akta Perlindungan Data Peribadi 2010

Berikutan penguatkuasaan Akta pada 15 November 2013, kesemua syarikat-syarikat anggota PIAM telah diminta untuk mendaftar dengan Pejabat Perlindungan Data Peribadi (PDP) sebagai pengguna data sebelum 15 Februari 2014. Pendaftaran ahli PIAM adalah penting kerana ianya merupakan pra-syarat untuk membolehkan Persatuan membangunkan Kod Amalan bagi kegunaan industri dan bagi membolehkan ahli Persatuan dijemput untuk menghadiri Forum Pengguna Data Jabatan PDP.

Ketiga-tiga persatuan insurans iaitu PIAM, Persatuan Insurans Hayat Malaysia (LIAM) dan MTA telah menubuhkan Pasukan Petugas Bersama (JTF) bagi merangka Kod Amalan (COP) untuk dikemukakan dan disahkan oleh Pejabat PDP. Deraf pertama COP telah diserahkan kepada Pejabat PDP pada Mei 2014 dan Pejabat PDP telah memberi maklum balas input mereka. Penasihat undang-undang luar telah dilantik untuk menyemak semula deraf itu dengan sewajarnya yang telah diserahkan kepada pejabat PDP bagi pertimbangan semula. Pihak industri kini sedang menunggu kelulusan dan proses kelulusan oleh Pejabat PDP juga akan melibatkan rundingan awam.

In addition, the PDP Commissioner has appointed LIAM as the Data User Forum head for the insurance industry and will be the channel of communication with the industry on all matters related to the Code of Practice.

Malaysian Motor Insurance Pool (MMIP)

The Malaysian Motor Insurance Pool (MMIP) was formed by all insurance companies with the objective of providing motor insurance to vehicle owners who are unable to obtain insurance protection for their vehicles. It was previously known as the High Risks Motor Insurance Pool, whereby its formation was based on a pooling concept and through a collective agreement signed by all members of the Pool.

At its inception, the MMIP's entire motor business operation was placed through two direct insurance companies acting as Servicing Insurers. In July 2009, the Pool appointed POS Malaysia as its servicing agent, to make its service more accessible to the public at large. The MMIP's services has been further expanded in May 2011 when BNM issued a directive to all insurers and takaful operators to act as Servicing Agents for MMIP to guarantee availability of insurance cover for 'high risk' vehicles in the market. With all the insurance companies, takaful operators and POS Malaysia now in the loop to provide MMIP's services, the Pool's business grew.

On 1 July 2014, MMIP held its 22nd Annual General Meeting and one of the important areas discussed was the initiative undertaken by the Council to upgrade of the MMIP's IT system to improve its operations. The system was also to take care of the impending GST implementation.

MMIP had also on 19 May 2014 started using the Merimen System for its Own Damage, Third Party Property Damage and e-Knock for Knock claims processing while its Third Party Bodily Injury claims went live subsequently on 11 July 2014.

With effect from 1 October 2014, MMIP replaced its legacy FLAS (Front End) and POGT (Policy Administration) systems with an online REXIT System. The MMIP's new system, known as the Integrated Insurance Management System (IIMS) is web-based and serves real-time application processes.

The overall performance of MMIP for 2014 (Unaudited) reported a lower gross written premium of RM282.9 million as compared to RM310.8 million in the preceding year. The deficit of 8.99% in the gross premium was largely contributed by a decline of 26.28% in commercial vehicle business. The policy count reported a reduction of 14.59%, 938,436 policies were issued in 2014 compared to 1,098,682 in 2013.

Disamping itu, Pesuruhjaya PDP telah melantik LIAM sebagai ketua Forum Pengguna Data bagi industri insurans dan akan menjadi saluran komunikasi dengan industri mengenai kesemua perkara yang berkaitan dengan Kod Amalan.

Malaysian Motor Insurance Pool (MMIP)

Malaysian Motor Insurance Pool (MMIP) telah ditubuhkan oleh kesemua syarikat-syarikat insurans dengan objektif untuk menyediakan insurans motor kepada pemilik kenderaan yang tidak layak untuk mendapatkan perlindungan insurans daripada syarikat-syarikat insurans tempatan. MMIP sebelum ini dikenali sebagai "High Risks Motor Insurance Pool", di mana penubuhannya adalah berdasarkan konsep perkongsian dan melalui satu perjanjian perjanjian kolektif dalam kalangan ahli-ahli Pool.

Pada awal penubuhannya, keseluruhan operasi perniagaan motor MMIP dijalankan melalui dua syarikat insurans yang bertindak langsung sebagai 'Penanggung Insurans Khidmat'. Pada bulan Julai 2009, pihak Pool melantik POS Malaysia sebagai ejen khidmat bertujuan agar orang ramai keseluruhannya mendapat perkhidmatan insurans dengan lebih mudah. Perkhidmatan MMIP terus berkembang pada Mei 2011, apabila BNM mengeluarkan arahan kepada semua penanggung insurans dan pengendali takaful untuk bertindak sebagai Ejen Khidmat MMIP bagi menjamin kesediaan perlindungan untuk kenderaan 'berisiko tinggi' di pasaran. Dengan penglibatan kesemua syarikat insurans, pengendali takaful dan POS Malaysia yang kini berada dalam kumpulan yang menyediakan perkhidmatan MMIP, perniagaan Pool telah bertambah.

Pada 1 Julai 2014, MMIP telah mengadakan Mesyuarat Agung Tahunan ke-22 dan salah satu perkara penting yang telah dibincangkan adalah berkenaan inisiatif yang dijalankan oleh Majlis dalam menaik taraf sistem IT MMIP bagi menambah baik operasi MMIP. Kenaikan taraf sistem ini juga dilakukan untuk menghadapi pelaksanaan GST.

MMIP juga telah memulakan penggunaan Sistem Merimen pada 19 Mei 2014 untuk proses tuntutan Kerosakan Sendiri, Kerosakan Harta Pihak Ketiga dan e-Knock for Knock manakala kemudiannya, tuntutan Kecederaan Anggota Badan Pihak Ketiga telah dilancarkan pada 11 Julai 2014.

Berkuatkuasa 1 Oktober 2014, MMIP telah menggantikan sistem legasinya iaitu FLAS (Bahagian Depan) dan POGT (Pentadbiran Polisi) dengan sistem dalam talian REXIT. Sistem terbaharu MMIP ini yang dikenali sebagai Integrated Insurance Management System (IIMS) adalah berasaskan web dan menjalankan pemprosesan aplikasi secara serta-merta.

Prestasi keseluruhan MMIP untuk tahun 2014 (Belum Diaudit) melaporkan premium bertulis kasar yang lebih rendah iaitu RM282.9 juta berbanding RM310.8 juta pada tahun sebelumnya. Premium kasar yang merekodkan defisit sebanyak 8.99%

DEVELOPMENTS IN THE GENERAL INSURANCE INDUSTRY
PERKEMBANGAN DALAM INDUSTRI INSURANS AM

The average premium per policy for 2014 and 2013 was RM301 and RM283 respectively, showing an increase of 6.36% despite the 8.99% reduction in gross premium. This upward trend was due to the gradual premium adjustment which was implemented in 2012.

terutamanya disumbang oleh penurunan sebanyak 26.28% dalam perniagaan kenderaan komersial. Kiraan polisi melaporkan pengurangan sebanyak 14.59%, 938,436 polisi telah diterbitkan pada tahun 2014 berbanding dengan 1,098,682 polisi pada tahun 2013.

Premium purata setiap polisi untuk tahun 2014 dan 2013 masing-masing adalah RM301 dan RM283, yang menunjukkan peningkatan sebanyak 6.36% walaupun merekodkan pengurangan 8.99% dalam premium kasar. Trend menaik ini adalah disebabkan oleh pelarasan premium secara berkala yang dilaksanakan pada tahun 2012.

GROSS PREMIUM AND NUMBER OF POLICIES ISSUED IN 2014 AND 2013

No.	Class of Vehicle	2014		2013		Difference in Movement		Deficit According to Class of Vehicle (%)
		No. of Policy Issued	Gross Premium ('000)	No. of Policy Issued	Gross Premium ('000)	Gross Premium ('000)	Breakdown of Premium Deficit (%)	
1	Private car	679,475	117,231	790,699	123,694	(6,463)	23.12	(5.23)
2	Commercial vehicle	113,680	67,152	129,907	74,498	(7,345)	26.28	(9.86)
3	Bus	28,349	40,323	30,800	44,054	(3,731)	13.35	(8.47)
4	Other	42,294	29,871	49,571	36,449	(6,578)	23.53	(18.05)
5	Taxi	42,770	24,899	47,169	26,955	(2,056)	7.36	(7.63)
6	Motorcycle	31,868	3,420	50,536	5,200	(1,780)	6.37	(34.23)
	Total	938,436	282,895	1,098,682	310,850	(27,954)	100	(8.99)

* Note-Other Class includes - Trailer only, Prime Mover & Trailer, Mobile Equipment/Other Vehicle Motor Trade Risk and Tanker

ACTIVITIES OF PIAM AKTIVITI-AKTIVITI PIAM

ACCIDENT, HEALTH AND OTHERS

Personal Accident (PA) Plain Language Policy

The final revised PA plain language policy was circulated for use by member companies on 17 December 2014.

Although PA is a non-tariff class, members have been encouraged to use the plain language policy and have been granted an extension of time up to 1 April 2015 to adopt the PA plain language policy.

Revised Hospital & Surgical Insurance (HSI) Underwriting Guide

A review of the current practices on Medical and Health Insurance is currently being undertaken by the Joint Technical Committee (JTC) of PIAM, LIAM and MTA. Under this exercise, common issues faced by the industry will be studied to review the revised HSI Underwriting Guide.

This exercise aims to promote healthy market practices without impeding product innovation while aligning the requirements with current market practices and to contain escalating costs.

A final proposed revised HSI Underwriting Guide will be drawn up by the JTC for submission to BNM for approval, after taking into account the input received from industry players from the three Associations.

Joint Technical Committee (JTC) of PIAM, LIAM and MTA on Medical and Health Insurance

Meeting with Association of Private Hospitals in Malaysia (APHM) and Ministry of Health (MOH)

The "Private Healthcare Facilities and Services (Private Hospitals and Other Private Healthcare Facilities) (Amendments) Order 2013" was gazetted on 16 December 2013 to amend the Thirteenth Schedule (Fee Schedule – Professional Fees).

As the increases in medical professional fees and the various medical procedures would have an impact on the eventual claims cost of insurers who underwrite Medical and Health insurance business and this in turn would affect the consumers as well, the JTC had a meeting with the APHM and MOH on 16 May 2014 to discuss the amended Fee Schedule.

The MOH agreed to look into the industry's concerns on medical and consultation fees under the amended Fee Schedule raised by the JTC and will discuss this further with the Malaysian Medical Association and other stakeholders.

KEMALANGAN, KESIHATAN DAN LAIN-LAIN

Polisi Bahasa Mudah Kemalangan Diri (PA)

Polisi bahasa mudah PA yang ditambahbaik telah diedarkan untuk kegunaan syarikat-syarikat anggota pada 17 Disember 2014.

Walaupun PA ialah kelas bukan tarif, ahli-ahli telah digalakkan untuk menggunakan polisi bahasa mudah dan telah diberi lanjutan masa sehingga 1 April 2015 untuk mengunapakai polisi bahasa mudah PA tersebut.

Semakan Semula Panduan Pengunderaitan Insurans Hospital & Pembedahan (HSI)

Semakan semula amalan semasa bagi Insurans Perubatan dan Kesihatan kini sedang dijalankan oleh Jawatankuasa Teknikal Bersama (JTC) terdiri daripada PIAM, LIAM dan MTA. Semasa pelaksanaan ini, isu-isu umum yang dihadapi oleh industri akan dikaji bagi penyemakan semula Panduan Pengunderaitan HSI.

Pelaksanaan ini bertujuan untuk menggalakkan amalan pasaran yang sihat tanpa menghalang inovasi produk dan pada masa yang sama menjajarkan keperluan dengan amalan pasaran semasa serta turut mengawal kos yang semakin meningkat.

Hasil semakan terakhir Panduan Pengunderaitan HSI akan disediakan oleh JTC untuk dikemukakan kepada BNM bagi permohonan kelulusan, selepas mengambil kira input yang diterima daripada ahli-ahli industri daripada ketiga-tiga Persatuan terlibat.

Jawatankuasa Teknikal Bersama (JTC) PIAM, LIAM dan MTA Bagi Insurans Perubatan dan Kesihatan

Mesyuarat dengan Persatuan Hospital Swasta Malaysia (APHM) Dan Kementerian Kesihatan Malaysia (KKM)

"Perintah Kemudahan Jagaan Kesihatan dan Perkhidmatan Swasta (Hospital Swasta dan Kemudahan Jagaan Kesihatan Swasta Lain) (Pindaan) 2013" telah diwartakan pada 16 Disember 2013 untuk meminda Jadual Ketiga Belas (Jadual Yuran - Yuran Profesional).

Seiring dengan peningkatan yuran professional perubatan dan pelbagai prosedur perubatan yang akan memberi kesan kepada kos tuntutan akhir penanggung insurans yang mengunderait perniagaan insurans perubatan dan kesihatan dan ini seterusnya akan juga memberi kesan kepada pengguna, JTC telah mengadakan mesyuarat bersama APHM dan KKM pada 16 Mei 2014 untuk membincangkan Jadual Yuran dipinda.

KKM bersetuju untuk mengkaji kebimbangan industri ke atas yuran perubatan dan perundingan di bawah Jadual Yuran dipinda yang dibangkitkan oleh JTC dan akan membincangkan perkara ini dengan lebih lanjut bersama-sama Persatuan Perubatan Malaysia dan pihak berkepentingan yang lain.

Dialogue Session with Hospitals

Inputs had been received invited from member companies on issues and problems encountered by insurers in their dealings with hospitals/doctors.

For a start, the JTC had a meeting with the Ramsey Sime Darby Group of Hospitals i.e. Subang Jaya Medical Centre, Ara Damansara Medical Centre and ParkCity Medical Centre on 26 September 2014. The main issue discussed was the costs charged by hospitals/doctors.

CLAIMS MANAGEMENT

PIAM/MTA/BNM Joint Committee on Motor Vehicle Theft and Claims Costs Control

The above Joint Committee was formed at the request of BNM to review the current issues on vehicle theft and high claims costs and develop actionable proposals to address their areas.

Under the Joint Committee, a total of 6 initiatives have been identified and they will be studied by various working groups and task forces formed which will report to the Joint Committee. To avoid duplication and enhance co-ordination, the Task Force to Address Claims Expenditure which was formed earlier has been merged with the above Joint Committee. The projects identified are as follows:-

- Project on Industry Motor Claims Framework which covers accident reporting, towing, tow trucks and other enhancements to the claims process
- Project on Vehicle Theft Reduction Initiatives
- Motor Vehicle Scoring System (Group Rating)
- Review of Repair Times and Labour Rates
- TPBI Claims – Public/Private Trustees
- Industry Fraud Intelligence System (ISM)

MRC's Concession (Agreement) with PIAM Member Companies On The Centralized Database for Motor Repairs Estimation

Following the expiry of the Agreement between individual insurance companies and MRC on 1 August 2013, two six months' renewals were provided to MRC to resolve some outstanding issues on its services to the insurance industry.

As MRC had requested for a permanent 'concession' to enable it to plan its services on a long term basis to the insurance industry and necessary investments that could add value to member companies, the Management Committee had agreed to recommend to members the extension of their contract with

Sesi Dialog dengan Hospital

Input telah diterima daripada syarikat-syarikat anggota berkenaan isu-isu dan masalah yang dihadapi oleh penanggung insurans dalam urusan mereka dengan hospital/doktor.

Untuk permulaan, JTC telah mengadakan pertemuan dengan Kumpulan Hospital Ramsey Sime Darby iaitu Pusat Perubatan Subang Jaya, Pusat Perubatan Ara Damansara dan Pusat Perubatan ParkCity pada 26 September 2014. Isu utama yang dibincangkan adalah kos yang dikenakan oleh hospital/doktor.

PENGURUSAN TUNTUTAN

Jawatankuasa Bersama bagi Kecurian Kenderaan Motor dan Kawalan Kos Tuntutan PIAM/MTA/BNM

Jawatankuasa Bersama di atas telah ditubuhkan atas permintaan BNM untuk mengkaji isu-isu semasa berkaitan kecurian kenderaan dan kos tuntutan yang tinggi serta mewujudkan pelan cadangan tindakan untuk menangani perkara-perkara tersebut.

Di bawah Jawatankuasa Bersama, sejumlah 6 inisiatif telah dikenal pasti dan akan dikaji oleh pelbagai kumpulan kerja dan pasukan petugas yang akan melaporkan kepada Jawatankuasa Bersama. Untuk mengelakkan pertindihan dan meningkatkan penyelarasan kerja, Pasukan Petugas untuk Menangani Perbelanjaan Tuntutan yang telah ditubuhkan sebelum ini telah digabungkan dengan Jawatankuasa Bersama di atas. Projek-projek yang dikenal pasti adalah seperti berikut:-

- *Projek Rangka Kerja Tuntutan Motor Industri yang merangkumi laporan kemalangan, campur tangan pihak lain, trak tunda dan pertambahan lain ke atas proses tuntutan*
- *Projek Inisiatif Pengurangan Kecurian Kenderaan*
- *Sistem Pemarkahan Kenderaan Motor (Rating Kumpulan)*
- *Kajian Semula Masa Pembaikan dan Kadar Buruh*
- *Tuntutan TPBI - Pemegang Amanah Awam/Swasta*
- *Sistem Perisikan Penipuan Industri (ISM)*

Konsesi MRC (Perjanjian) dengan Ahli Syarikat PIAM ke atas Pangkalan Data Berpusat bagi Anggaran Pembaikan Motor

Berikutan tamatnya Perjanjian antara syarikat-syarikat insurans secara individu dan MRC pada 1 Ogos 2013, dua pembaharuan selama enam bulan telah diberikan kepada MRC untuk menyelesaikan beberapa isu berkaitan perkhidmatannya kepada industri insurans yang masih berlanjutan.

Memandangkan MRC telah memohon 'konsesi' tetap bagi membolehkannya merancang perkhidmatannya secara jangka panjang kepada industri insurans dan pelaburan bersesuaian yang dapat menambah nilai kepada syarikat-syarikat anggota PIAM, Jawatankuasa Pengurusan telah bersetuju untuk mencadangkan kepada anggota PIAM supaya melanjutkan kontrak mereka dengan MRC untuk tempoh 3 tahun lagi, dengan

ACTIVITIES OF PIAM AKTIVITI-AKTIVITI PIAM

MRC for a further 3-year term, provided MRC incorporates a reasonable service level agreement in the contract and undertakes to resolve all outstanding issues.

MRC had submitted the revised Agreement to PIAM on 28 November 2014 which is currently being reviewed.

DISTRIBUTION MANAGEMENT

Analysis of Registered Agents

The number of agency units registered under the General Insurance Agents Registration Regulations (GIARR) as at 31 December 2014 and 2013 are as below:-

Year (as at 31 December)	No. of Agency Units Registered With		Total No. of Agency Units Registered	Percentage of Agency Units Registered With	
	One Principal	Two Principals		One Principal	Two Principals
2014	17,447	20,467	37,914	46%	54%
2013	16,742	19,632	36,374	46%	54%

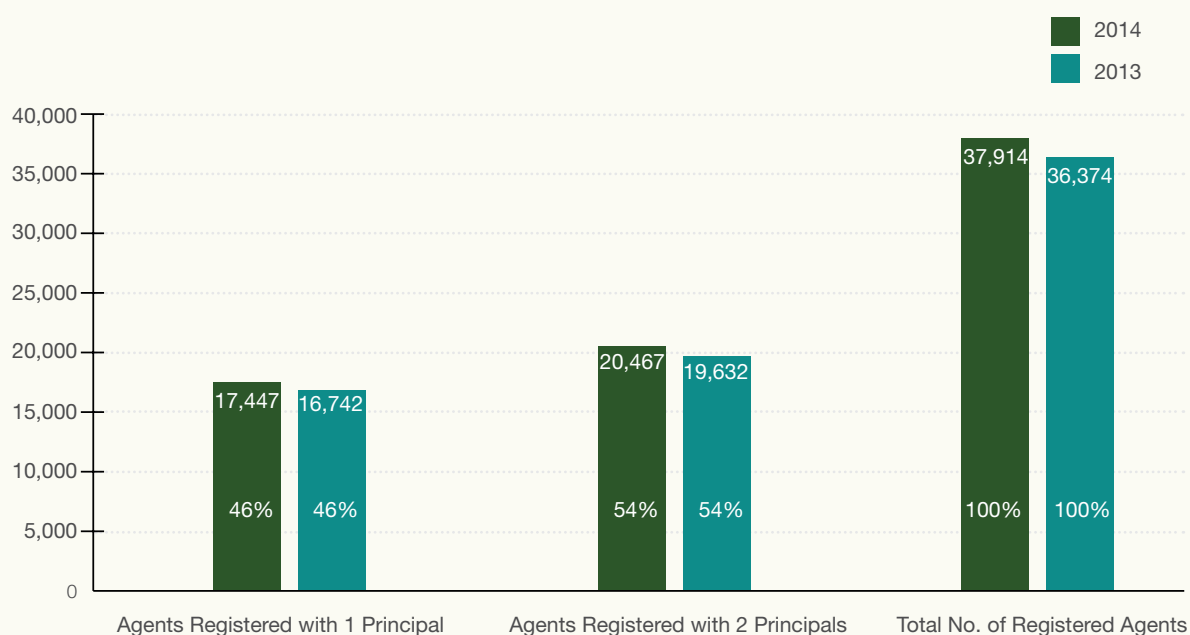
syarat MRC menggabungkan perjanjian tahap perkhidmatan yang munasabah dalam kontrak dan berjanji untuk menyelesaikan kesemua isu-isu yang berlanjutan.

MRC telah mengemukakan Perjanjian yang telah disemak semula kepada PIAM pada 28 November 2014 yang kini sedang dalam kajian.

PENGURUSAN PENGEDARAN

Analisa Ejen Berdaftar

Jumlah unit-unit agensi berdaftar di bawah Peraturan Pendaftaran Ejen-Ejen Insurans Am (GIARR) sehingga 31 Disember 2014 dan 2013 adalah seperti berikut:-

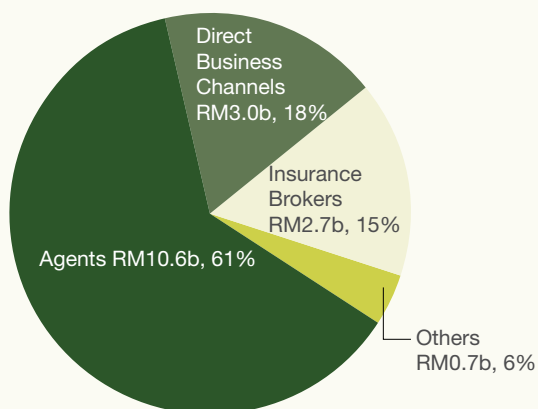


As at 31 December 2014, the number of registered general insurance agents increased by 4% to 37,914 compared to 36,374 in 2013. 46% of the registered agents represent 1 Principal only.

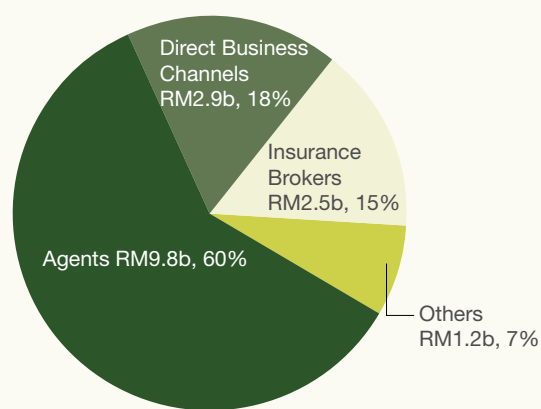
Sehingga 31 Disember 2014, jumlah agensi insurans am yang berdaftar meningkat sebanyak 4% kepada 37,914 berbanding 36,374 pada tahun 2013. 46% daripada ejen-ejen berdaftar mewakili hanya satu Prinsipal.

Analysis of Business by Distribution Channels

Analisa Perniagaan Saluran Pengedaran



2014



2013

	Agents	Direct Business Channels	Insurance Brokers	Others	Total
2014	RM10.6 billion	RM3.0 billion	RM2.7 billion	RM0.7 billion	RM17.0 billion
	62%	18%	16%	4%	100%
2013	RM9.8 billion	RM2.9 billion	RM2.5 billion	RM0.9 billion	RM16.1 billion
	61%	20%	15%	4%	100%

In 2014, agents garnered 62% or RM10.6 billion of the total business in comparison to other distribution channels. Of the business acquired by the agency force in 2014, about 10% of total business was acquired via motor vehicle franchise holders. This analysis indicates that insurance agents continue to play a significant role in the acquisition channels in this market.

Dalam tahun 2014, ejen-ejen telah mengumpul 62% atau RM10.6 bilion daripada jumlah keseluruhan perniagaan berbanding dengan saluran pengedaran lain. Daripada jumlah perniagaan yang diperolehi saluran agensi pada tahun 2014, kira-kira 10% daripada jumlah keseluruhan perniagaan diperolehi melalui pemegang franchise kenderaan bermotor. Analisa ini menunjukkan bahawa ejen insurans terus memainkan peranan penting dalam keseluruhan saluran pengedaran pasaran ini.

Distribution of Agents' Earnings

Agihan Pendapatan Ejen

No.	Range (RM)	Percentage (%)		Total Remuneration RM/'000)	
		2013	2012	2013	2012
1	<5,000	13.63	14.31	1,726	10,144
2	5,000.00 - 10,000	3.85	3.96	1,768	1,935
3	10,000.01 - 15,000	3.31	3.30	2,742	2,486
4	15,000.01 - 20,000	3.39	3.50	3,570	3,620
5	20,000.01 - 25,000	3.74	3.81	4,918	5,213
6	25,000.01 - 30,000	3.74	3.70	6,209	5,930
7	30,000.01 - 35,000	3.50	3.55	6,641	6,655
8	35,000.01 - 50,000	8.86	8.83	22,037	21,619
9	50,000.01 - 100,000	17.44	17.52	73,128	72,618
10	100,000.01 - 150,000	9.54	9.43	66,799	65,777
11	150,000.01 - 200,000	5.99	5.96	57,945	57,656
12	200,000.01 - 250,000	4.15	4.16	51,024	51,488
13	>250,000.01	18.86	17.97	941,920	887,750
	Total	100.00	100.00	1,240,427	1,192,891

The percentage of agents earning above RM100,000 increased to 38.5% in 2013 (2012: 37.5%). On the other hand, the percentage of agents earning less than RM5,000 has decreased slightly i.e. from 14.3% in 2012 to 13.6% in 2013.

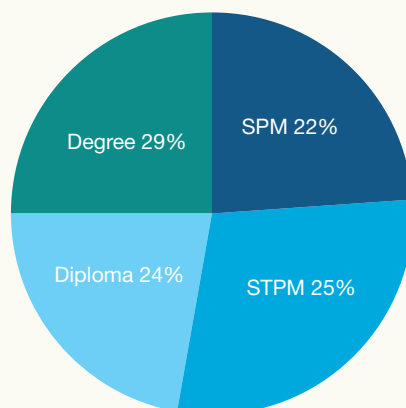
Peratusan ejen-ejen berpendapatan lebih daripada RM100,000 meningkat kepada 38.5% pada tahun 2013 (2012: 37.5%). Sebaliknya, peratusan ejen-ejen berpendapatan kurang dari RM5,000 telah berkurang sedikit daripada 14.3% pada tahun 2012 kepada 13.6% pada tahun 2013.

Trend in PCEIA Passes

The trends in the percentage of passes of the Pre-Contract Examination for General Insurance Agents (PCEIA) as at 31 December 2014 are as below:-

Trend Kelulusan PCEIA

Trend peratusan kelulusan Peperiksaan Pra-Kontrak Ejen Insurans Am (PCEIA) sehingga 31 Disember 2014 adalah seperti berikut:-



2014

2014			
Educational qualification	No. of Candidates who sat for exam	No. of Passes	% Passes
SPM	6,019	4,114	68
STPM	379	283	75
DIPLOMA	1,818	1,357	75
DEGREE	2,826	2,537	90
Total	11,042	8,291	75

There were 11,042 candidates who sat for the PCEIA examination – General Insurance Route from January to December 2014 and the overall passing rate was 75%. Degree holders account for the highest percentage of passes at 90%.

Seramai 11,042 calon telah menduduki peperiksaan PCEIA – Insurans Am dari Januari hingga Disember 2014 dan tahap kelulusan secara keseluruhan adalah 75%. Pemegang Ijazah memperoleh peratusan kelulusan yang tertinggi iaitu 90%.

Analysis on Profile of Agents

Analisa Profil Ejen

Location of Agents

Lokasi Ejen

The geographical distribution of registered general insurance agents is as below:-

Agihan geografi ejen insurans am yang didaftarkan adalah seperti berikut:-

State	No. of Agents	
	2014	2013
Johor	5,394	5,191
Kedah	1,696	1,660
Kelantan	757	719
Melaka	1,432	1,401
Negeri Sembilan	1,383	1,351
Pahang	1,668	1,561
Penang	3,721	3,566
Perak	3,106	3,019
Perlis	142	139
Sabah	2,127	2,047
Sarawak	2,539	2,441
Selangor	7,815	7,317
Terengganu	627	616
W.P. Kuala Lumpur	5,441	5,286
W.P. Labuan	63	56
Singapore	3	4

ACTIVITIES OF PIAM
AKTIVITI-AKTIVITI PIAM

The state of Selangor has the largest number of agents comprising 7,815 agents (21%) of the total agency population followed by Kuala Lumpur at 5,441 (14%). The state with the lowest number of agents (in Peninsular Malaysia) is Perlis at 142 (0.4%).

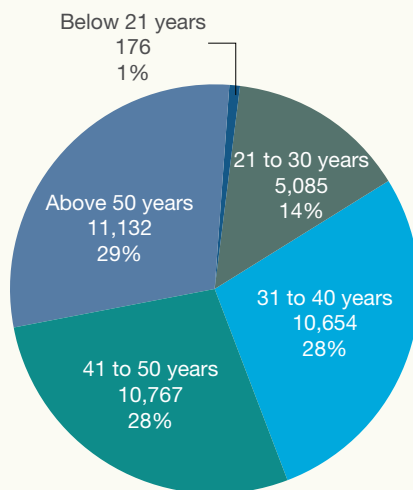
Negeri Selangor mempunyai jumlah ejen terbesar merangkumi 7,815 ejen (21%) daripada jumlah keseluruhan agensi diikuti oleh Kuala Lumpur seramai 5,441 (14%). Negeri Perlis mencatatkan jumlah ejen yang terendah (di Semenanjung Malaysia) iaitu seramai 142 (0.4%).

Age Distribution of Agents

From the analysis, there were almost equal percentages of agents in the age bracket of 31 to 40 years and 41 to 50 years i.e. 28.4%. For agents in the age of above 50 years, it is at 29.3% whilst agents in the age bracket of 21 to 30 years stand at about 13.4%. The minimum age to be an agent is 18 years old.

Agihan Ejen Mengikut Umur

Berdasarkan analisa, peratusan ejen-ejen dalam golongan usia 31 hingga 40 tahun dan 41 hingga 50 tahun adalah setara iaitu kira-kira 28.4%. Ejen dalam golongan usia 50 tahun ke atas adalah 29.3% manakala ejen terdiri daripada golongan berusia 21 hingga 30 tahun adalah pada kira-kira 13.4%. Usia minimum untuk menjadi ejen adalah 18 tahun.



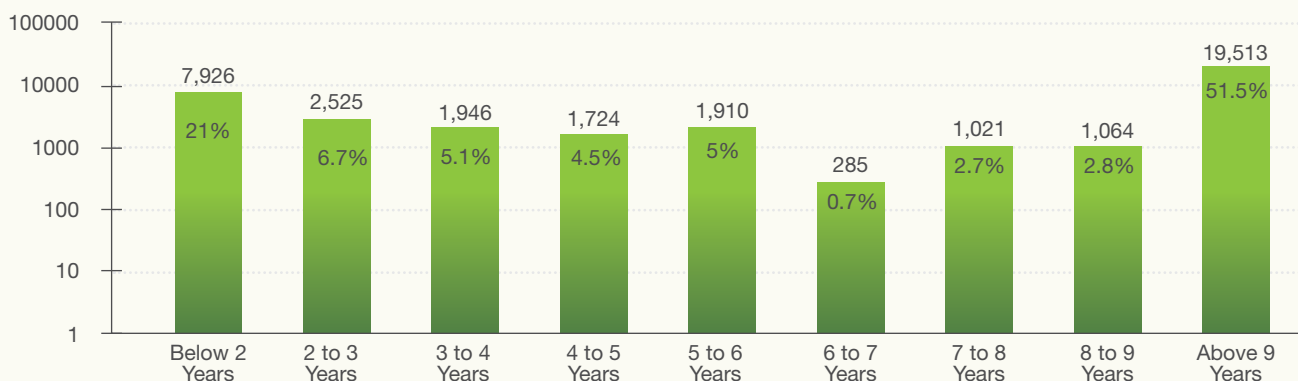
2014

Duration as General Insurance Agent

Agents who have been in the industry for more than 9 years formed 51% of the total agency force. In contrast, about 21% of the agency force had been in the industry for less than 2 years.

Tempoh sebagai Ejen Insurans Am

Ejen-ejen yang telah berada dalam industri insurans lebih daripada 9 tahun membentuk hampir 51% daripada jumlah saluran ejen. Sebaliknya, kumpulan ejen yang telah berada dalam industri insurans kurang daripada 2 tahun adalah kira-kira 21%.

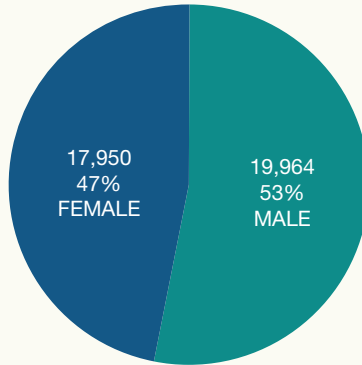


Distribution of Agents by Gender

The percentage of agents by gender stands at 53% Male and 47% Female.

Agihan Ejen mengikut Jantina

Peratusan ejen-ejen mengikut jantina adalah sebanyak 53% bagi Lelaki dan 47% bagi Wanita.

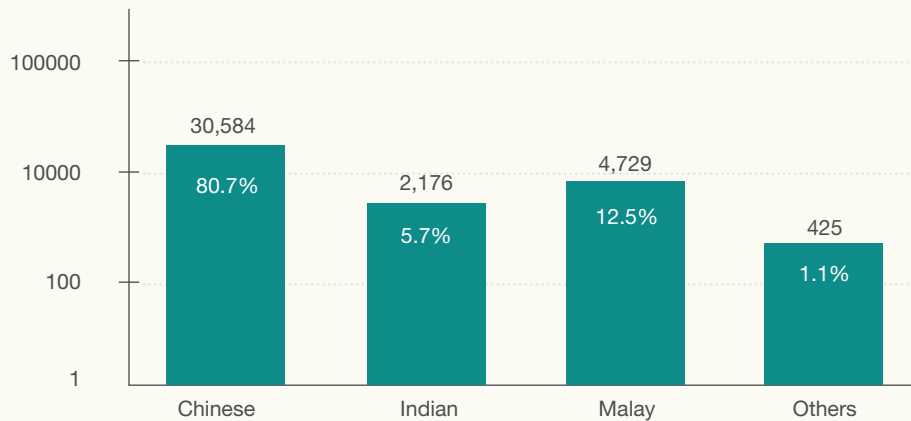


Distribution of Agents by Ethnicity

From the analysis, 30,584 (81%) of the agents are of Chinese ethnicity, 4,729 (12%) are of Malay ethnicity and 3,176 (6%) are of Indian ethnicity.

Agihan Ejen mengikut Etnik

Berdasarkan analisa, 30,584 (81%) daripada jumlah ejen adalah daripada etnik Cina, 4,729 (12%) adalah daripada etnik Melayu dan 3,176 (6%) adalah daripada etnik India.



ACTIVITIES BY THE DISTRIBUTION MANAGEMENT SUB-COMMITTEE

Industry Dialogue with General Insurance Agents

The Distribution Management Sub-committee had a dialogue session with 28 general insurance agents (who were nominated by their Principals) on 14 November 2014.

AKTIVITI DIJALANKAN JAWATANKUASA KECIL PENGURUSAN PENGEDARAN

Industri Dialog bersama Ejen Insurans Am

Jawatankuasa Kecil Pengurusan Pengedaran telah mengadakan satu sesi dialog bersama 28 ejen insurans am (yang dicalonkan oleh Prinsipal mereka) pada 14 November 2014.

ACTIVITIES OF PIAM

AKTIVITI-AKTIVITI PIAM

The following areas were discussed at the dialogue session:-

- Challenges to be faced by agents in a liberalized market
- Upgrading and enhancing professional standards of agents
- Setting up of an Association for General Insurance Agents

Moving forward, PIAM will continue to explore ways on how the industry can enhance communications and foster closer engagement with the agency distribution channel, which is a key stakeholder of the industry.

Review of Agency Registration Fee

The current agents' registration fee has not been revised since 1992. Taking into account that a substantial amount had been spent for the Online Agency Registration System (OARS) and the future plans for agents, an increase to the current agents' registration fee will take effect from 1 April 2015.

PIAM/MII Joint Working Committee

A Joint Working Committee has been formed between PIAM and The Malaysian Insurance Institute (MII) to draw up a working paper on upscaling/ enhancing professional qualification of general insurance agents.

EDUCATION/HRD

Career Talk at Universities

In its effort to raise the awareness of general insurance industry among the younger generation, PIAM organized career talks at Universiti Utara Malaysia (UUM), Kedah and University of Malaya (UM), Kuala Lumpur on 25 March and 23 May 2014 respectively.

The Career Talk initiative was mooted by the Education/HRD Sub-committee of PIAM to address the issue of talent shortage in the general insurance industry. It aimed to promote awareness on the various career opportunities available in the general insurance industry.

Based on the feedback received during the career talks, the students were keen to know more about the industry in terms of career prospects, internship programmes available and job openings in general insurance companies. Majority of the students expressed their interests to work in the Actuarial, Risk Management, Branding, Business Development, Information Technology and Underwriting departments. PIAM will continue to work actively on its outreach program, to profile the general insurance industry and to reach out to the young pool of talents in the local and foreign based universities nationwide.

Perkara-perkara yang telah dibincangkan semasa sesi dialog ini adalah:-

- *Cabaran yang akan dihadapi oleh ejen-ejen dalam pasaran yang liberal*
- *Peningkatan dan penambahbaikan standard profesionalisme ejen*
- *Penubuhan sebuah Persatuan bagi Ejen Insurans Am*

Melangkah ke hadapan, PIAM akan terus meneroka cara-cara bagaimana industri dapat meningkatkan komunikasi dan memupuk penglibatan lebih erat dengan saluran pengedaran agensi, yang merupakan pemegang kepentingan utama industri.

Semakan Semula Yuran Pendaftaran Agensi

Yuran pendaftaran semasa ejen-ejen insurans belum pernah disemak sejak tahun 1992. Dengan mengambil kira jumlah besar yang telah dibelanjakan untuk mengendalikan Sistem Pendaftaran Agensi Dalam Talian (OARS) dan rancangan masa depan untuk ejen, peningkatan ke atas yuran pendaftaran semasa ejen akan berkuat kuasa bermula 1 April 2015.

Jawatankuasa Kerja Bersama PIAM/MII

Sebuah Jawatankuasa Kerja Bersama telah ditubuhkan antara PIAM dan Institut Insurans Malaysia (MII) untuk merangka kertas kerja berkenaan pelarasan/peningkatan kelayakan profesional ejen insurans am.

PENDIDIKAN/PENGURUSAN SUMBER MANUSIA (PSM)

Ceramah Kerjaya di Universiti

Dalam usaha untuk meningkatkan kesedaran mengenai industri insurans am dalam kalangan generasi muda, PIAM telah menganjurkan Ceramah Kerjaya di Universiti Utara Malaysia (UUM), Kedah dan Universiti Malaya (UM), Kuala Lumpur masing-masing pada 25 Mac dan 23 Mei 2014.

Inisiatif penganjuran Ceramah Kerjaya ini diilhamkan oleh Jawatankuasa Kecil Pendidikan/PSM PIAM untuk menangani isu kekurangan bakat dalam industri insurans am. Ia juga bertujuan untuk menggalakkan kesedaran mengenai pelbagai peluang kerjaya yang terdapat dalam industri insurans am.

Berdasarkan maklum balas yang diterima sepanjang Ceramah Kerjaya, para pelajar sangat berminat untuk mengetahui dengan lebih lanjut mengenai industri dari segi prospek kerjaya, program latihan yang ada dan peluang pekerjaan dalam syarikat-syarikat insurans am. Sebahagian besar pelajar menyatakan minat mereka untuk bekerja dalam jabatan Aktuari, Pengurusan Risiko, Penjenamaan, Pembangunan Perniagaan, Teknologi Maklumat dan Pengunderaitan. PIAM akan terus berkerjasama secara aktif dalam program jangkauannya, untuk meningkatkan profil industri insurans am dan untuk mendekati kumpulan bakat muda di universiti tempatan dan luar negara.

PIAM records its appreciation to the Talent Management Program team of UUM and the Division of Student Affairs of UM for their support in ensuring the success of the programme. Our sincere gratitude also goes to member companies and MII for their support and participation in nominating speakers to represent PIAM at these career talks.

PIAM merakamkan penghargaannya kepada pasukan Program Pengurusan Bakat UUM dan Bahagian Hal Ehwal Pelajar UM atas sokongan mereka dalam memastikan kejayaan program ini. Terima kasih juga kami ucapkan kepada syarikat-syarikat anggota PIAM dan MII atas sokongan dan penyertaan mereka dalam melantik barisan penceramah untuk mewakili PIAM semasa ceramah kerjaya ini.



Career Talk at UUM on 25 March 2014



Career Talk at UM on 23 May 2014

Breakfast Talk for Young Managers

PIAM, through its Young Managers' Think Tank (YMTT), held its annual breakfast talk on 19 November 2014. The YMTT breakfast talks are aimed at stretching the dimension of young managers' minds and motivating them to continuously develop their leadership and interpersonal skills. Topics included in these sessions are not confined to insurance related issues but cover a wide range of areas from personal development to character-building.

This year, YMTT invited Founder and President of EcoKnights, Puan Yasmin Rasyid, a local non-profit environmental organization as guest speaker. Themed, "Rise of the 'EcoKnights' – Campaigning for a Sustainable Living", the talk was attended by 50 young managers from the Malaysian general insurance industry. During the session, Puan Yasmin engaged the participants by sharing her personal experiences in setting up EcoKnights and her journey in promoting the importance of sustainable living among young Malaysians.

Breakfast Talk for Young Managers

PIAM, melalui Young Managers' Think Tank (YMTT), menganjurkan program tahunan "breakfast talk" pada 19 November 2014. Program ini bermatlamat untuk meluaskan lagi dimensi pemikiran pengurus muda dan memotivasikan mereka untuk terus mengasah bakat kepimpinan dan interpersonal masing-masing. Barisan topik yang dibincangkan semasa sesi – sesi ini tidak terhad kepada isu-isu berkaitan insurans tetapi meliputi pelbagai bidang daripada pembangunan peribadi kepada pembinaan karektor.

Tahun ini, YMTT telah menjemput Pengasas dan Presiden EcoKnights, Puan Yasmin Rasyid, sebuah pertubuhan alam sekitar bukan keuntungan tempatan sebagai penceramah jemputan. Bertemakan, "Rise of the 'EcoKnights' – Campaigning for a Sustainable Living", ceramah ini dihadiri 50 pengurus muda dari industri insurans am Malaysia. Semasa sesi tersebut, Puan Yasmin telah berkongsi pengalaman beliau ketika menubuhkan EcoKnights dan perjalanan beliau semasa mempromosikan kepentingan hidup lestari dalam kalangan golongan muda Malaysia.



Puan Yasmin sharing her work aspiration with YMTT members

Industry Forum on Human Capital and Talent

Subsequent to the success of the Industry HR Dialogue held in October 2013, PIAM organized the Industry Forum on Human Capital and Talent on 20 November 2014. During the Forum, the CEO of PIAM, Mr. Mark Lim presented the proposed General Insurance Internship for Talent (GIIFT) Project. GIIFT is an awareness enhancing program organised by PIAM, aimed to reach out and profile the industry to the pool of young talent at the local universities.

The GIIFT Project initiative was well received and supported by the HR personnel present at the Forum. The representatives concurred that the support and endorsement from companies' top management is important to ensure the success of the project.

YMTT also shared this platform to provide an update of activities carried out in 2014 as well as discussed key HR related issues facing the general insurance industry. The Forum was attended by HR personnel comprising senior management of PIAM member companies.

Forum Industri Sumber Manusia dan Bakat

Berikutan kejayaan Dialog Industri PSM yang diadakan pada bulan Oktober 2013, PIAM telah menganjurkan Forum Industri Sumber Manusia dan Bakat pada 20 November 2014. Encik Mark Lim, Ketua Pegawai Eksekutif PIAM, telah membentangkan cadangan projek General Insurance Internship for Talent (GIIFT) pada Forum terbabit. GIIFT ialah sebuah program pemangkin kesedaran yang dianjurkan oleh PIAM, bertujuan untuk mendekati dan meningkatkan profil industri kepada kumpulan bakat muda di universiti tempatan.

Inisiatif Projek GIIFT telah diterima baik dan disokong oleh kakitangan PSM yang hadir di forum tersebut. Wakil-wakil bersetuju bahawa sokongan dan pengesahan daripada pihak pengurusan tertinggi syarikat adalah penting untuk memastikan kejayaan projek ini.

YMTT juga telah berkongsi platform ini untuk menyampaikan maklumat terkini berkenaan aktiviti-aktiviti yang dijalankan pada tahun 2014 dan juga membincangkan isu-isu utama berkaitan sumber manusia yang dihadapi oleh industri insurans am. Forum ini telah dihadiri oleh kakitangan PSM yang terdiri daripada pengurusan kanan syarikat daripada syarikat-syarikat anggota PIAM.

General Insurance Internship for Talent (GIIFT) Project

It is widely acknowledged that a career in the insurance industry does not at the first sight appeal to today's young generation given the array of choices that they have. This is rooted by the negative perception on the insurance industry and lack of public awareness on the industry's potential and resiliency.

PIAM has taken a dedicated approach in managing this issue by introducing the General Insurance Internship for Talent (GIIFT) Project which is in line with the strategic review of PIAM to attract and build a pipeline of talent for the general insurance industry in Malaysia.

GIIFT Project is positioned as an awareness enhancing program to reach out and profile the industry to young talents at universities throughout Malaysia. In addition, it will showcase the rich and varied career opportunities in the general insurance sector by exposing the talents to short internships at various general insurance companies in the country. GIIFT Project is also designed to enable them to gain a positive insight of general insurance as a global and dynamic industry to work in and change their perception on the insurance industry.

GIIFT Project will be administered by PIAM Secretariat with the support from its member companies. It covers the following key features:-

- 12-week internship attachment with general insurance/reinsurance companies and affiliated organisations
- A structured program for the interns with rotation among the various departments in the general insurance companies
- An orientation and industry induction program by MII prior to the actual internship
- Applications will be invited from undergraduates of all disciplines from local universities in Malaysia
- Assigning projects to interns with key deliverables and outcome
- Formal presentation of projects and recommendations by interns to senior management
- The pilot run is targeted to be launched in June/July 2015 with a pilot batch of 50 interns
- There will be no bond attached to this program for the interns

General Insurance Internship for Talent (GIIFT) Project

Adalah diakui bahawa kerjaya dalam industri insurans bukanlah pilihan utama bagi kebanyakan golongan muda pada hari ini berdasarkan pelbagai pilihan kerjaya yang mereka ada. Situasi ini adalah disebabkan oleh persepsi negatif terhadap industri insurans dan kurangnya kesedaran orang ramai mengenai potensi dan kekuatan industri ini.

PIAM telah mengambil pendekatan teguh dalam menghadapi isu ini dengan memperkenalkan Projek General Insurance Internship for Talent (GIIFT) yang selaras dengan kajian semula strategik PIAM untuk menarik dan membina saluran bakat untuk industri insurans am di Malaysia.

Projek GIIFT telah diperkenalkan sebagai sebuah program pemangkin kesedaran untuk mendekati dan meningkatkan profil industri kepada bakat-bakat muda di universiti-universiti di seluruh Malaysia. Disamping itu, bakat-bakat muda ini akan diberi pendedahan berkenaan peluang kerjaya yang luas dan pelbagai yang terdapat dalam sektor insurans am melalui program latihan industri jangka pendek dengan syarikat-syarikat insurans am di seluruh negara. Projek GIIFT juga direka bentuk untuk membolehkan mereka melihat sendiri gambaran positif mengenai insurans am sebagai sebuah industri yang global dan dinamik untuk dijadikan kerjaya pilihan serta mengubah persepsi mereka terhadap industri insurans.

Projek GIIFT akan dikendalikan oleh Sekretariat PIAM dengan sokongan daripada syarikat-syarikat anggotanya. Ia meliputi ciri-ciri utama berikut:-

- *Latihan industri selama 12 minggu dengan syarikat-syarikat insurans/insurans semula am dan organisasi berkaitan*
- *Sebuah program berstruktur bagi pelatih dengan putaran latihan antara pelbagai jabatan dalam syarikat-syarikat insurans am*
- *Sebuah program induksi industri dan orientasi oleh MII sebelum melalui latihan industri sebenar*
- *Jemputan permohonan daripada mahasiswa/mahasiswi dari semua disiplin dari universiti-universiti tempatan di Malaysia*
- *Pendekatan melalui pemberian projek kepada pelatih berpandukan pencapaian utama dan hasil*
- *Pembentangan formal hasil projek dan cadangan oleh pelatih kepada pengurusan kanan*
- *Program sulung dijangka akan dilancarkan pada bulan Jun/Julai 2015 dengan kumpulan perintis seramai 50 pelatih*
- *Pelatih tidak akan terikat kepada program ini selepas tamat latihan*



Select GIIFT to Showcase the Industry

Due to the Strategic Review and transformation of PIAM, there is a crucial need to build a pipeline of talent for the General Insurance industry in Malaysia. Offering the gifts of thoughtful action and guidance will aid in leading the right talent into the right place at this vital industry.

A General Insurance Internship for Talent (GIIFT) is an experiential learning program aimed to reach out and probe the industry to the lot of young talent at our member companies. It will showcase the rich and varied career opportunities in the world of General Insurance by exposing students (internship attachments) of the various member companies. In so doing, efforts will gain insight on General Insurance as a global and dynamic industry within. This program is open to other graduates of all disciplines in local or international universities in Malaysia. There is no bond attached to the program.



Project Highlights

- 1 week internship attachment (all general insurance/ reinsurance programs) (membered brokers, non-brokers and reinsurers)
- Customized program for interns with rotations (up to) through the various departments in the company (e.g. claims, underwriting, business development, policy servicing, risk management, etc.)
- 2-4 day orientation and industry visit (which program will provide the most internship. Before being assigned to any of the 26 Member companies, the interns will be briefed on the industry landscape, regulatory environment, market performance and other important key trends by various stakeholders.
- There will be no bond attached to this program for the interns.



Project Objectives

- Enhance the profile of the industry, showcase its career stage and structure career opportunities available to young talent.
- To change the public perception of the insurance industry, especially the younger generation.
- Attract top undergraduate talent from local universities.



"Being part of a large corporation has provided me with far more opportunities which in turn has boosted my career growth. I have personally met all of the senior leaders AND find that the business leaders are very approachable and have the initiative to guide and mentor the junior team members."

Kelvin Siach,
Head Service Programs, Malaysia, Singapore & Indonesia



"Our company has made some of the most talented people in the industry generally available to me and this has indeed made a huge difference in my career over the last couple of years. I find that hands on guidance and team assignments in the workplace have been far more beneficial than any university classroom."

Sharmada Manickam,
Manager, Investment Division



"I happen to be blessed with an extremely professional management team, who share their personal objectives to ensure that I am always supported through your knowledge, strategic thinking and best work experiences. This has opened up unique situations where I find myself more than fully prepared and up for any challenge."

Zaidi Omar
Senior Manager, Reinsurance Department



Applications

A hands on experience through GIIFT and get to know the real insurance industry. Come here for the wealth of knowledge and services through connecting with a future peers, an opportunity not to miss!

or your enquiries, please contact:

Ngan
Team Captain in Talent
GATUKAN INSURANS AM MALAYSIA
#1, Shima PIAM
Jalan Tun Sambastan
170 Kuala Lumpur
or: ngan@piam.org.my



PIAM is the national trade association of all licensed direct and reinsurance companies for general insurance in Malaysia. PIAM currently has 26 member companies.



GIIFT promotional collateral

38 Persatuan Insurans Am Malaysia
Annual Report 2014

FINANCE AND CORPORATE GOVERNANCE/ ERM

Goods and Services Tax (GST)

Impact of GST on General Insurance Industry

The Goods and Services Tax (GST) will be enforced effective 1 April 2015. The GST will be replacing the Sales and Services Tax (SST) and the current rate of GST to be imposed is 6%. All general insurance policies are subject to GST, unless the risk insured is outside Malaysia.

In preparation to address the impact of GST on member companies' operations, the Association had formed a GST Work Group. Several sessions were held with the Royal Malaysian Customs Department (RMCD) and Bank Negara Malaysia to resolve some of the issues impacting insurance companies.

GST Awareness Program and the GST Handbook for General Insurance Industry

As an awareness program and to assist member companies to better understand the implications of this tax on their operations, the Association had organized two forums on GST. These GST Forums were well attended and member companies had voluntarily adopted some standard practices on the treatment of GST on their policyholders to avoid confusion amongst members and the consumers.

To support the GST WG, separate Task Forces on Claims, Underwriting, Reinsurance, Marketing and HR/Admin had also been formed. The GST WG and these Task Forces had developed a GST Handbook as a reference guide for member companies on operational issues impacted by the GST. This Handbook will ensure that all member companies have a common understanding on key issues impacted by the GST across the industry.

KEWANGAN DAN TADBIR URUS KORPORAT/ PENGURUSAN RISIKO ORGANISASI (ERM)

Cukai Barangan dan Perkhidmatan (GST)

Kesan GST kepada Industri Insurans Am

Cukai Barangan dan Perkhidmatan (GST) akan dikuatkuasakan bermula 1 April 2015. GST akan menggantikan Cukai Jualan dan Perkhidmatan (SST) dan kadar semasa GST yang akan dikenakan adalah 6%. Semua polisi insurans am adalah tertakluk kepada GST, kecuali risiko yang diinsuranskan di luar Malaysia.

Sebagai persediaan untuk menghadapi kesan GST ke atas operasi syarikat-syarikat anggota, Persatuan telah menubuhkan Kumpulan Kerja GST. Beberapa sesi telah diadakan bersama Jabatan Kastam Diraja Malaysia (JKDM) dan Bank Negara Malaysia untuk menyelesaikan isu-isu yang memberi kesan kepada syarikat-syarikat insurans.

Program Kesedaran GST dan Buku Panduan GST untuk Industri Insurans Am

Sebagai program kesedaran dan bagi membantu syarikat-syarikat anggota untuk lebih memahami implikasi cukai ini ke atas operasi mereka, Persatuan telah menganjurkan dua forum mengenai GST. Forum GST ini telah mendapat sambutan yang amat menggalakkan dan syarikat-syarikat anggota yang dengan sukarelanya telah mengamalkan beberapa amalan standard berkaitan GST ke atas para pemegang polisi mereka untuk mengelakkan kekeliruan dalam kalangan ahli dan pengguna.

Bagi menyokong Kumpulan Kerja GST, Pasukan Bertugas berasingan bagi Tuntutan, Pengunderaitan, Insurans Semula, Pemasaran dan PSM/Pentadbiran juga turut ditubuhkan. Kumpulan Kerja GST dan Pasukan Petugas ini telah menerbitkan Buku Panduan GST sebagai panduan bagi syarikat-syarikat anggota berkenaan isu-isu operasi yang timbul kesan daripada GST. Buku Panduan ini akan memastikan bahawa kesemua anggota mempunyai kefahaman yang sama mengenai isu-isu utama yang timbul kesan daripada GST disegenap industri.



Discussion session organized at the Forum

ACTIVITIES OF PIAM AKTIVITI-AKTIVITI PIAM

Self-Billing Arrangements

The GST rules allow for self-billing and a majority of the insurance companies have adopted a stand to issue tax invoices on behalf of their agents. Similar arrangements have also been adopted for reinsurance and co-insurance business transacted through the CAB. For this purpose, the GST WG had drawn up sample agreements for self-billing for agents and reinsurance and co-insurance arrangements for use by members. The Association organized a signing ceremony for members to formalize their reinsurance and co-insurance self-billing agreements, which was attended by all members. This coordination effort by the Association facilitated the signing and exchanging of self-billing agreements between members smoothly.



Pengaturan "Self-Billing"

Peraturan GST membolehkan syarikat untuk melaksanakan "self-billing" dan majoriti daripada syarikat-syarikat insurans telah mengambil pendirian untuk mengeluarkan invois cukai bagi pihak ejen mereka. Perkhidmatan yang serupa juga telah diterimapakai bagi transaksi perniagaan insurans semula dan insurans bersama yang dijalankan melalui CAB. Untuk tujuan ini, Kumpulan Kerja GST telah merangka sampel-sampel perjanjian untuk "self-billing" bagi pengaturan ejen, insurans semula dan insurans bersama untuk kegunaan anggota. Persatuan juga telah menganjurkan satu majlis menandatangani untuk anggota merasmikan perjanjian "self-billing" insurans semula dan insurans bersama mereka, yang dihadiri oleh kesemua syarikat anggota. Usaha penyelarasan oleh Persatuan bagi memudahkan proses menandatangani dan bertukar-tukar perjanjian "self-billing" antara anggota berjalan dengan lancar.



During the Reinsurance Self-Billing Agreement Signing Ceremony

GST Publicity

The Association is also working towards educating the public on the impact of GST on their general insurance policies and has issued FAQs for better understanding. This is in addition to the media enquiries received on this topic. Member companies have also posted similar FAQs on their websites to enable their policyholders to be better informed on the impact of GST.

Publisiti berkenaan GST

Persatuan juga berusaha ke arah mendidik orang ramai mengenai kesan GST ke atas polisi insurans am mereka dan telah mengeluarkan siaran media Soalan Lazim dan Jawapan GST untuk membentuk pemahaman yang lebih baik berkenaan cukai ini. Ini adalah tambahan kepada pertanyaan media yang diterima mengenai topik ini. Ahli syarikat juga telah memuatnaik Soalan Lazim dan Jawapan GST yang sama di laman web mereka untuk mendidik para pemegang polisi mereka mengenai kesan GST.

Operating Risk Management Knowledge Sharing Forum

The Operating Risk Management Knowledge Sharing Forum was held on 19 September 2014 with the attendance of 65 risk and compliance officers from member companies. The sharing session was led by Ms. Constance Cogny-Goubert, Head of Operational Risk, AIG APAC and Encik Shahril Nizam Abdollah, Risk Specialist from Bank Negara Malaysia.

Forum Perkongsian Ilmu Pengurusan Risiko Pengoperasian

Forum Perkongsian Ilmu Pengurusan Risiko Pengoperasian telah diadakan pada 19 September 2014 dengan kehadiran 65 pegawai risiko dan pematuhan daripada syarikat-syarikat anggota. Sesi perkongsian telah diketuai oleh Ms. Constance Cogny-Goubert, Ketua Risiko Operasi, AIG APAC dan Encik Shahril Nizam Abdollah, Pakar Risiko dari Bank Negara Malaysia.

Encik Shahril shared his views on the ORM Landscape in Malaysia; The Past, Present and Future, whilst Ms. Constance shared the ORM practices adopted by AIG.

Encik Shahril berkongsi pandangan beliau mengenai Landskap Pengurusan Risiko Operasi di Malaysia; Masa Lalu, Masa Kini dan Mada Depan, manakala Ms. Constance berkongsi amalan Pengurusan Risiko Operasi yang digunakan oleh AIG.

These Knowledge Sharing Forums are aimed at developing the knowledge and skills of member companies on risk management issues in view of the importance placed by the regulator on this topic.

Forum Pekongsian Ilmu ini diadakan bertujuan untuk membangunkan pengetahuan dan kemahiran syarikat-syarikat anggota berkenaan isu-isu pengurusan risiko memandangkan topik ini amat dititikberatkan oleh badan pengawal atur industri.



Participants at the Forum focused intently during presentation by Encik Shahril Nizam Abdollah, Risk Specialist from Bank Negara Malaysia.

FIRE, MARINE & ENGINEERING

Expansion of Scope of Sub-committee

The scope of this Sub-committee which was previously focused on Fire issues, has been expanded to include the Marine and Engineering classes from the new term of 2014/2016.

Flood Model for the Insurance Industry

The Flood Model developed by Malaysian Reinsurance Berhad (Malaysian Re) for Peninsular Malaysia is completed and is ready for use by insurance companies, subject to a Service Level Agreement to be signed between users of the Flood Model and Malaysian Re.

The Association will continue to work with ISM on any data enhancements that may be needed for the Flood Model.

KEBAKARAN, MARIN & KEJURUTERAAN

Perluasan Skop Jawatankuasa Kecil

Bermula penggal baharu 2014/2016, skop Jawatankuasa Kecil yang sebelum ini memberi tumpuan kepada isu-isu berkaitan Kebakaran, telah diperluaskan untuk merangkumi kelas Marin dan Kejuruteraan.

Model Banjir untuk Industri Insurans

Sebuah Model Banjir yang dibangunkan oleh Malaysian Reinsurance Berhad (Malaysian Re) bagi kawasan Semenanjung Malaysia telah siap dan sedia untuk digunakan oleh syarikat-syarikat insurans, tertakluk kepada Perjanjian Tahap Perkhidmatan yang akan ditandatangani antara pengguna Model Banjir dan Malaysian Re.

Persatuan akan terus berkerjasama dengan ISM bagi sebarang penambahan data yang mungkin diperlukan untuk Model Banjir tersebut.

Fire Database - Preparation for Detariffication

The Sub-committee continues to work closely with ISM to ensure that the database is further refined and enhanced to capture improved information/data for use in the detariffed market.

Recommended Guidelines for the Timber/Furniture Industry

PIAM continues to work closely with the Malaysian Timber Industry Board (MTIB) to ensure the availability of insurance cover for the timber/furniture companies.

As an update, the MTIB is currently in the final stage of setting up a Risk Profiling & Star Rating Model database where the timber/furniture companies would be rated based on their risk profile, financial aspects, etc.

These information would allow insurance companies to assess the company prior to insuring the timber/furniture companies.

MOTOR

Central No Claim Discount (NCD) Database

Apart from providing online submissions of Policy, Endorsements and Claims data via web services, the Central NCD Database which has been in operation since January 2007 has been further enhanced as an underwriting tool in risk assessment process and also as a fraud detection tool in reducing claims.

Some of the enhancements under the NCD Database including:-

- Motor Anti-Theft Register (MAFR) – Information on Stolen or Total Loss vehicles will be reported during NCD confirmation
- Policy lapse notification – Information on number of days a motor policy has a gap in cover
- Claims Alert – Information on the reported claims experience categorized by All Claims, Claims at Fault and Windscreen Claims which is useful during the underwriting process
- Change in vehicle use – Alerts when there is a change in vehicle use
- Switch in Cover – Alert when cover is upgraded

Pangkalan Data Kebakaran - Persediaan untuk De-tarifikasi

Jawatankuasa Kecil terus berkerjasama rapat dengan ISM untuk memastikan bahawa pangkalan data yang disediakan adalah lebih jitu dan diperkemas untuk mendapatkan maklumat/data yang lebih baik bagi kegunaan pasaran de-tarif.

Garis Panduan yang disyorkan untuk Kayu / Perabot Industri

PIAM terus berkerjasama dengan Lembaga Perindustrian Kayu Malaysia (MTIB) untuk memastikan kesediaan perlindungan insurans bagi syarikat-syarikat kayu/perabot.

Sebagai pengemaskinian, MTIB kini dalam peringkat akhir pembentukan pangkalan data Pemprofilan Risiko & Model Penarafan Bintang di mana syarikat-syarikat kayu/perabot akan dinilai berdasarkan profil risiko mereka, aspek kewangan, dan lain-lain.

Maklumat ini akan membolehkan syarikat insurans untuk menilai profil syarikat sebelum menginsuranskan syarikat kayu/perabot tersebut.

MOTOR

Pusat Pangkalan Data Diskaun Tanpa Tuntutan (NCD)

Selain menyediakan penghantaran dalam talian bagi Polisi, Pengendorsan dan Tuntutan melalui perkhidmatan laman sesawang, Pusat Pangkalan Data NCD yang telah beroperasi sejak Januari 2007 telah ditambahbaik menjadi alat pengunderaitan dalam proses penilaian risiko dan juga sebagai alat pengesan penipuan dalam mengurangkan tuntutan.

Beberapa penambahbaikan bagi Pangkalan Data NCD termasuklah:-

- *Motor Anti Theft-Register (MAFR) – Maklumat kenderaan Curi atau kenderaan "Total Loss" akan dilaporkan semasa pengesahan NCD*
- *Maklumat tentang polisi yang tidak diperbaharui – Maklumat bilangan hari polisi kenderaan tidak dilindungi*
- *Isyarat Tuntutan – Maklumat jumlah tuntutan individu dikategorikan sebagai Semua Tuntutan, Tuntutan Pihak yang Bersalah dan Tuntutan Kerosakan Cermin Kenderaan semasa proses pengunderaitan*
- *Perubahan dalam Penggunaan Kenderaan – Isyarat ketika terdapat perubahan dalam penggunaan kenderaan*
- *Pertukaran Perlindungan – Isyarat ketika perlindungan dipertingkatkan*

Guidelines on Product Transparency and Disclosure - Plain Language Policy

The final draft of the Plain Language Policy for Private Car and its relevant endorsements had been approved by BNM. The target implementation date for Private Car and Motorcycle policies will be on 1 September 2015 and 1 December 2015 respectively.

Establishment of the Shariah Compliant Malaysian Motor Pool (SCMMP)

The insurance and takaful industry is currently looking into the establishment of a Shariah Compliant Malaysian Motor Pool which will be a high risk motor cover pool run collectively by the insurance and takaful industry.

A joint Pro-tem Committee comprising representatives from PIAM and MTA members has been formed to guide the formation of SCMMP in consultation with BNM and also to ensure the overall structure and administration conform with BNM's Takaful Operational Framework and Shariah Governance Framework.

2 surveys and 2 market briefings on the SCMMP have been conducted and the Committee is currently in the final stage of compiling the executed Collective Agreement submitted by members.

PIAM Approved Repairers Scheme (PARS)

The breakdown of workshops approved as 31 December 2014 by states was as follows:-

State	No. of PARS Workshop
W.P. Kuala Lumpur	101
Selangor	190
Penang	43
Sarawak	48
Johor	98
Perak	49
Negeri Sembilan	30
Melaka	19
Pahang	35
Kelantan	11
Terengganu	14
Perlis	3
Kedah	36
Sabah	46
Total	723

Garis Panduan Ketelusan dan Pendedahan Produk – Polisi Bahasa Mudah

Deraf akhir Polisi Bahasa Mudah untuk Kenderaan Persendirian dan pengendorsan yang berkaitan telah diluluskan oleh BNM. Jangkaan tarikh pelaksanaan untuk polisi Kenderaan Persendirian dan Motosikal masing-masing adalah pada 1 September 2015 dan 1 Disember 2015.

Penubuhan Malaysian Motor Pool berpandukan Syariah (SCMMP)

Industri insurans dan takaful kini sedang mempertimbangkan penubuhan Malaysian Motor Pool berpandukan Syariah yang menawarkan polisi kenderaan berisiko tinggi dijalankan secara kolektif oleh industri insurans dan takaful.

Satu jawatankuasa bersama Pro-tem terdiri daripada wakil-wakil syarikat anggota PIAM dan MTA telah dibentuk untuk membimbing pembentukan SCMMP melalui rundingan dengan BNM dan juga untuk memastikan struktur keseluruhan dan pentadbiran selaras dengan Rangka Kerja Operasi Takaful BNM dan Rangka Kerja Tadbir Urus Syariah.

2 tinjauan dan 2 taklimat pasaran berkenaan SCMMP telah dijalankan dan Jawatankuasa kini sedang dalam proses akhir penyusunan Perjanjian Kolektif berkuat kuasa yang telah dikemukakan oleh anggota-anggota Persatuan.

Skim Bengkel-Bengkel Pembaikan yang Diluluskan oleh PIAM (PIAM)

Pecahan bengkel yang diluluskan mengikut negeri sehingga 31 Disember 2014 adalah seperti berikut: -

The Association is currently upgrading the PARS database to provide online registration and processing of applications from the workshops. The project is targeted to go live in the second quarter of 2015.

Vehicle Theft Reduction Council of Malaysia Berhad (VTREC)

For the year 2014, the insurance industry experienced a positive reduction in the number of vehicle theft although it still remained a challenge to the industry. The collaborative efforts of Vehicle Theft Reduction Council of Malaysia Berhad (VTREC) with its stakeholders in particular the Royal Malaysian Police (PDRM) had contributed significantly to the nation's decline in car theft. The national statistics on vehicle theft came down by 20% in 2014 for the first time since 2009 according to the Performance Management and Delivery Unit (PEMANDU) of the Prime Minister's Department. Car theft contributed to almost 50% of the crime index and in line with the objectives of the National Key Results Area (NKRA), reduction of car theft had significant impact not only on the insurance industry but also on the crime index of the country.

VTREC in the co-operation with PEMANDU had embarked on a 3-phase workshop for a total of 8 days, from March 2014 till June 2014 with participation from both the government agencies and public sectors. The workshop's primary focus was to identify the administrative weaknesses and recommend improvement in existing systems in combating vehicle theft with emphasis on 2 main broad areas namely the "Cannibalization of Parts" and "Smuggling of Stolen Vehicles through Ports and Borders". The workshop concluded with a 19-point initiative to be implemented at various stages. Together with PEMANDU, VTREC will monitor and oversee the implementation of these initiatives by the stakeholders.

VTREC had intensified its effort in pursuing recovery of stolen vehicles from Thailand together with the collaboration of PDRM and the office of the Consulate General of Malaysia in Songkhla, Thailand. With the co-operation of these stakeholders, a total of 23 stolen Malaysian vehicles had been repatriated. In addition, VTREC has started cooperation with IPD Petaling Jaya, Selangor for the release of 11 cars and 67 motorcycles. All of these vehicles had been successfully returned to the respective insurance companies and takaful operators.

As a step to reduce the 'rebirthing' of stolen vehicles, VTREC had taken the lead to enhance the current ISM's Motor Anti-Fraud Register (MAFR) with the proposed online reporting system for inspection of 'Beyond Economic Repair (BER)' vehicles by Pusat Pemeriksaan Kenderaan Berkomputer Sdn Bhd (PUSPAKOM). Since March 2014 VTREC had coordinated the workflow and

Persatuan sedang menaik taraf pangkalan data PARS untuk menyediakan pendaftaran dalam talian dan pemprosesan permohonan daripada bengkel. Projek ini dirancang untuk perlanjutan pada suku kedua tahun 2015.

Vehicle Theft Reduction Council of Malaysia Berhad (VTREC)

Bagi tahun 2014, industri insurans mengalami penurunan positif dalam bilangan kecurian kenderaan walaupun ia masih kekal sebagai cabaran kepada industri ini. Usaha-usaha kerjasama VTREC dengan pihak-pihak berkepentingan khususnya Polis Diraja Malaysia (PDRM) telah memberi sumbangan besar kepada kemerosotan jumlah kecurian kenderaan dalam negara. Statistik negara menunjukkan kecurian kenderaan telah turun sebanyak 20% pada tahun 2014 buat pertama kalinya sejak tahun 2009, menurut laporan Unit Pengurusan Prestasi dan Pelaksanaan (PEMANDU), Jabatan Perdana Menteri. Kecurian kereta menyumbang kepada hampir 50% daripada indeks jenayah dan selaras dengan objektif Bidang Keberhasilan Utama Negara (NKRA), pengurangan kecurian kereta mempunyai kesan yang besar bukan sahaja kepada industri insurans tetapi juga ke atas indeks jenayah di negara ini.

VTREC dengan kerjasama PEMANDU telah mengadakan bengkel 3-fasa selama 8 hari, dari Mac 2014 hingga Jun 2014 dengan penyertaan dari kedua-dua agensi kerajaan dan sektor awam. Fokus utama bengkel ini adalah untuk mengenal pasti kelemahan-kelemahan dalam pentadbiran dan mengesyorkan peningkatan dalam sistem sedia ada dalam membanteras kecurian kenderaan dengan memberi penekanan kepada 2 bidang utama iaitu "Pengkambilan Bahagian" dan "Penyeludupan Kenderaan Dicuri melalui Pelabuhan dan Sempadan". Bengkel ini diakhiri dengan inisiatif 19-mata untuk dilaksanakan di pelbagai peringkat. Bersama-sama PEMANDU, VTREC akan terus memantau dan mengawasi pelaksanaan inisiatif ini oleh pihak-pihak berkepentingan.

VTREC telah mempergiatkan lagi usaha mendapatkan kembali kenderaan yang dicuri dari Thailand dengan kerjasama PDRM dan pejabat Konsulat Jeneral Malaysia di Songkhla, Thailand. Dengan kerjasama pihak berkepentingan ini, sebanyak 23 kenderaan curi Malaysia telah dihantar pulang. Di samping itu, VTREC telah memulakan kerjasama dengan IPD Petaling Jaya, Selangor untuk melepaskan 11 buah kereta dan 67 buah motosikal. Semua kenderaan ini telah berjaya dikembalikan kepada syarikat insurans dan pengendali takaful masing-masing.

Sebagai langkah untuk mengurangkan 'pengeluaran semula' kenderaan yang dicuri, VTREC telah mengambil tindakan dengan menaiktaraf sistem Motor Anti-Fraud Register (MAFR) kelolaan ISM dengan cadangan sistem pelaporan dalam talian untuk pemeriksaan kenderaan 'Melebihi Pembaikan Ekonomikal (BER)' oleh Pusat Pemeriksaan Kenderaan Berkomputer Sdn Bhd (PUSPAKOM). Sejak Mac 2014, VTREC telah menyelaraskan aliran kerja dan pertukaran maklumat antara ISM dan PUSPAKOM

exchange of information between ISM and PUSPAKOM for a dedicated inspection system of all 'BER' vehicles which will be compliant to the requirement of the Road Transport Department (RTD). The online system is expected to be implemented by mid-2015 subject to final approval by the RTD.

On its Public Awareness Programs and public relations, VTREC had conducted several briefing sessions with relevant groups including members of PIAM Approved Repairers Scheme (Klang Valley) and the Malaysian Used Vehicle Used Parts Traders Association on its role in the reduction of vehicle thefts. Towards the end of 2014, VTREC had agreed on a working relationship with Jabatan Pencegahan Jenayah & Keselamatan Komuniti (JPJJK) of PDRM to jointly organize public talks and awareness programs for target groups on theft prevention. The Council's website was also launched in May 2014 as a medium to disseminate information to the public.



untuk sistem pemeriksaan khusus semua kenderaan 'BER' yang akan mematuhi piawaian Jabatan Pengangkutan Jalan (JPJ). Sistem dalam talian dijangka akan dilaksanakan pada pertengahan 2015 tertakluk kepada kelulusan akhir oleh JPJ.

Bagi Program Kesedaran Awam dan perhubungan awam, VTREC telah menjalankan beberapa sesi taklimat dengan kumpulan berkaitan termasuk anggota Skim Bengkel-Bengkel Pembaikan yang Diluluskan oleh PIAM (Lembah Klang) dan Persatuan Peniaga Alat-Alat Ganti Kenderaan Terpakai Malaysia atas peranan mereka dalam mengurangkan kecurian kenderaan. Menjelang akhir tahun 2014, VTREC telah bersetuju untuk bekerjasama dengan Jabatan Pencegahan Jenayah & Keselamatan Komuniti (JPJJK) PDRM bagi penganjuran ceramah awam dan program kesedaran berkenaan pencegahan kecurian untuk kumpulan sasaran. Laman web Majlis ini telah juga dilancarkan pada Mei 2014 sebagai medium untuk menyebarkan maklumat kepada orang ramai.

The VTREC-PEMANDU workshop at Port Dickson, Negeri Sembilan on 23 to 25 June 2014. Participants from both the government agencies and insurance industry.

PUBLIC RELATIONS/CSR

Media Engagements

In 2014, PIAM was well featured in various local and international media in conjunction with the events organized during the year or to share general insurance updates and information with the public. The news and media releases featured on various business-related platforms have helped PIAM and the industry gain wider awareness and recognition by the public. The news and event coverage was widely featured in the print media (newspapers, magazines), radio, TV and online news.

PERHUBUNGAN AWAM / TANGGUNGJAWAB SOSIAL KORPORAT (CSR)

Perhubungan Media

Pada tahun 2014, PIAM telah menerima paparan meluas dalam pelbagai media tempatan dan antarabangsa sempena penganjuran aktiviti Persatuan atau untuk berkongsi maklumat terkini dan informasi berkenaan insurans am kepada orang ramai. Berita dan siaran media Persatuan yang dipaparkan di pelbagai platform perniagaan berkaitan industri telah membantu PIAM dan industri menarik kesedaran dan pengiktirafan yang lebih meluas daripada orang ramai. Berita dan liputan aktiviti telah dipaparkan secara meluas di media cetak (akhbar, majalah), radio, TV dan berita dalam talian.



Mr. Chua Seck Guan, Chairman of PIAM (centre) together with (from left) Mr. Kong Shu Yin, Deputy Chairman/ Convenor of PIAM Motor Sub-committee and Mr. Mark Lim, CEO of PIAM answered questions raised by members of the media at the 2014 Industry Performance Media Briefing on 9 February 2015



PIAM launched its new logo at the 2014 Industry Performance Media Briefing on 9 February 2015

General Insurance Day 2014

PIAM celebrated General Insurance Day 2014 with a tree planting event at the Raja Musa Peat Swamp Forest Reserve near Bestari Jaya (formerly Batang Berjuntai), Selangor, with the aim to help revive the wetland ecosystem. Over 180 staff and eco-enthusiasts from the PIAM Secretariat and its 28 members companies took time off from their weekend schedule to do their bit for Mother Nature and the Environment. They planted 600 samplings over a hectare of peat land area on 11 October 2014.

Championing environment preservation causes has consistently remained as one of the general insurance industry's Corporate Social Responsibility (CSR) long-term goals. The tree planting project represents the industry's efforts to promote a sustainable living environment and to leave a greener footprint for future generations. PIAM believes this initiative is an excellent platform for the general insurance industry to play a role in promoting environmental conservation, as well as to inspire the communities around to pursue a sustainable low-carbon lifestyle. The tree planting project was held in co-operation with the Global Environment Centre, a Malaysian non-profit organization established in 1998 to work on environmental issues of global importance.

Hari Insurans Am 2014

PIAM telah menyambut Hari Insurans Am 2014 dengan mengadakan projek penanaman pokok di Hutan Simpan Paya Gambut Raja Musa berhampiran Bestari Jaya (dahulunya Batang Berjuntai), Selangor, dengan tujuan untuk membantu memulihkan ekosistem tanah lembap. Lebih 180 kakitangan dan pencinta alam terdiri daripada Sekretariat PIAM dan 28 syarikat-syarikat anggota mengambil masa terluang daripada jadual hujung minggu mereka untuk melaksanakan tanggungjawab mereka terhadap Alam Semulajadi dan Alam Sekitar. Mereka telah menanam 600 tunas pokok di sekitar kawasan tanah gambut seluas lebih satu hektar pada 11 Oktober 2014.

Memperjuangkan sebab-sebab pemuliharaan alam sekitar secara konsisten tetap kekal sebagai salah satu daripada matlamat jangka panjang Tanggungjawab Sosial Korporat (CSR) industri insurans am. Projek penanaman pokok ini mewakili usaha industri bagi menggalakkan persekitaran hidup yang mampan dan untuk meninggalkan alam sekitar yang sihat bagi generasi akan datang. PIAM percaya inisiatif ini merupakan satu platform yang sangat baik bagi industri insurans am memainkan peranan dalam menggalakkan pemuliharaan alam sekitar, serta turut memberi inspirasi kepada masyarakat sekitar untuk meneruskan gaya hidup rendah karbon yang mampan. Projek penanaman pokok ini telah diadakan dengan kerjasama Pusat Alam Sekitar Global, sebuah pertubuhan bukan keuntungan Malaysia yang ditubuhkan pada tahun 1998 untuk menangani isu-isu alam sekitar yang bersifat global.

Activities held during the program



Industry Visits

PIAM has optimized its resources to promote general insurance and share industry-related knowledge with local and international insurance and financial bodies. On top of that, PIAM also maintains close working relationships with the regulators/government bodies and other external stakeholders.

On 17 July 2014, PIAM organized a courtesy visit to MII's newly launched City Centre at Wisma Sime Darby, Kuala Lumpur to show the Association's appreciation of the enhanced educational facilities provided by MII for the general insurance industry. The session participated by PIAM Secretariat, Education/HRD Sub-committee and MII's Senior Management Team also discussed other possible collaborations between PIAM and MII to enhance professionalism and qualifications of general insurance agents and staff.

PIAM welcomed 2 industry visits by the General Insurance Association of Japan and the Banking & Finance Academy of Uzbekistan on 29 October 2014 and 18 November 2014 respectively. These sessions opened up fruitful discussions on the countries general insurance developments and challenges as well as sharing of industry insights.

Lawatan Industri

PIAM telah mengoptimumkan tenaga sumbernya untuk mempromosikan insurans am dan berkongsi ilmu berkaitan industri dengan badan insurans dan kewangan tempatan dan antarabangsa. Selain itu, PIAM juga sentiasa mengekalkan hubungan kerja yang rapat dengan pengawal selia/badan-badan kerajaan dan pihak-pihak berkepentingan luar yang lain.

Pada 17 Julai 2014, PIAM telah mengadakan sesi kunjungan hormat ke MII City Centre yang baharu dibuka di Wisma Sime Darby, Kuala Lumpur bagi menghargai usaha MII dalam menaiktaraf kemudahan pendidikannya yang disediakan untuk industri insurans am. Sesi ini yang disertai oleh Sekretariat PIAM, Jawatankuasa Kecil Pendidikan/PSM dan Pengurusan Kanan MII turut membincangkan cadangan kerjasama lain antara PIAM dan MII untuk meningkatkan profesionalisme dan kelayakan ejen dan kakitangan insurans am.

PIAM turut mengalu-alukan 2 sesi lawatan oleh Persatuan Insurans Am Jepun dan Akademi Perbankan & Kewangan Uzbekistan yang masing-masing diadakan pada 29 Oktober 2014 dan 18 November 2014. Sesi ini membuka platform perbincangan yang bermanfaat berkenaan perkembangan dan cabaran dalam industri insurans am negara serta perkongsian maklumat industri.

PIAM Secretariat and Sub-committee of Education/HRD were pictured with MII Senior Management Team





Visit by the General Insurance Association of Japan on 29 October 2014



Visit by the Banking & Finance Academy of Uzbekistan on 18 November 2014

ACKNOWLEDGEMENT

The Management Committee wishes to express its gratitude to all member companies for their support. The Committee also wishes to put on record its appreciation for the services and contributions of the Members of the various Sub-committees, Task Forces and Working Groups throughout the year.

The Committee would also like to thank the officers of Bank Negara Malaysia, Ministry of Finance, Royal Malaysian Customs Department, Royal Malaysia Police, Road Safety Department, JPJ, The Malaysian Insurance Institute and many others for their continued support and guidance.

PENGHARGAAN

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Jawatankuasa juga ingin mengucapkan terima kasih kepada Bank Negara Malaysia, Kementerian Kewangan, Jabatan Kastam Diraja Malaysia, Polis Diraja Malaysia, Jabatan Keselamatan Jalan Raya, JPJ, Institut Insurans Malaysia dan pihak – pihak lain atas sokongan dan bimbingan mereka yang berterusan.

LIST OF MEMBERS

GENERAL INSURANCE BUSINESS

- 1. ACE Jerneh Insurance Berhad (9827-A)**
Wisma ACE Jerneh
38, Jalan Sultan Ismail
50250 Kuala Lumpur

Tel : 603-2058 3000
Fax : 603-2058 3333
Web : www.acejerneh.com.my
- 2. AIG Malaysia Insurance Berhad (795492-W)**
Level 18, Menara Worldwide
198, Jalan Bukit Bintang
55100 Kuala Lumpur

Tel : 603-2118 0188
Fax : 603-2118 0288
Web : www.aig.my
- 3. Allianz General Insurance Company (Malaysia) Berhad (735426-V)**
Suite 3A-15, Level 15
Block 3A, Plaza Sentral
Jalan Stesen Sentral 5
Kuala Lumpur Sentral
50470 Kuala Lumpur

Tel : 603-2264 1188
Fax : 603-2264 1199
Web : www.allianz.com.my
- 4. AmGeneral Insurance Berhad (44191-P)**
Menara Kurnia
No.9, Jalan PJS 8/9
46150 Petaling Jaya
Selangor Darul Ehsan

Tel : 603-4047 8000
Fax : 603-4043 8680
Web : www.amgeneralinsurance.com
- 5. AXA Affin General Insurance Berhad (23820-W)**
Ground Floor, Wisma Boustead
71, Jalan Raja Chulan
50200 Kuala Lumpur
P.O. Box 12200
50770 Kuala Lumpur

Tel : 603-2170 8282
Fax : 603-2031 7282
Web : www.axa.com.my
- 6. Berjaya Sampo Insurance Berhad (62605-U)**
18th Floor, Menara BGI
Plaza Berjaya, 12, Jalan Imbi
55100 Kuala Lumpur

Tel : 603-2117 2118
Fax : 603-2144 7297
Web : www.berjayasampo.com.my
- 7. Lonpac Insurance Bhd (307414-T)**
LG, 6th, 7th, 21st to 26th Floor
Bangunan Public Bank
6, Jalan Sultan Sulaiman
50000 Kuala Lumpur
P.O. Box 10708
50722 Kuala Lumpur

Tel : 603- 2262 8688
Fax : 603-2715 1332
Web : www.lonpac.com
- 8. MSIG Insurance (Malaysia) Bhd (46983-W)**
Level 15, Menara Hap Seng 2
Plaza Hap Seng
No 1, Jalan P.Ramlee
50250 Kuala Lumpur

Tel : 603-2050 8228
Fax : 603-2026 8086
Web : www.msig.com.my
- 9. Multi-Purpose Insurans Bhd (14730-X)**
8th Floor, Menara Multi-Purpose
Capital Square
Jalan Munshi Abdullah
50100 Kuala Lumpur
P.O. Box 10122
50704 Kuala Lumpur

Tel : 603-2034 9888
Fax : 603-2694 5758
Web : www.mpib.com.my

10. Overseas Assurance Corporation (Malaysia)**Berhad (102249-P)**

Level 18, Menara Great Eastern
303, Jalan Ampang
50450 Kuala Lumpur

Tel : 603-4259 8900
Fax : 603-4813 0088
Web : www.oac.com.my

11. Pacific & Orient Insurance Co. Berhad (12557-W)

11th Floor, Wisma Bumi Raya
No. 10, Jalan Raja Laut
50350 Kuala Lumpur
P.O. Box 10953
50730 Kuala Lumpur

Tel : 603-2698 5033
Fax : 603-2693 8145
Web : www.pacific-orient.com

12. Progressive Insurance Bhd (19002-P)

6th, 9th & 10th Floor
Menara BGI, Plaza Berjaya
12, Jalan Imbi
55100 Kuala Lumpur

Tel : 603- 2118 8000
Fax : 603-2118 8103
Web : www.progressiveinsurance.com.my

13. QBE Insurance (Malaysia) Berhad (161086-D)

No. 638, Level 6, Block B1
Pusat Dagang Setia Jaya
(Leisure Commerce Square)
No. 9, Jalan PJS 8/9
46150 Petaling Jaya
Selangor Darul Ehsan

Tel : 603-7861 8400
Fax : 603-7873 7430
Web : www.qbe.com.my

14. RHB Insurance Berhad (38000-U)

Level 12, West Wing
The Icon
No 1, Jalan 1/68F
Jalan Tun Razak
55000 Kuala Lumpur

Tel : 603-2180 3000
Fax : 603-9281 2729
Web : www.rhb.com.my/insurance/main

15. The Pacific Insurance Berhad (91603-K)

Level 5, Menara Prudential
10, Jalan Sultan Ismail
50250 Kuala Lumpur

Tel : 603-2176 1112
Fax : 603-2078 4928
Web : www.pacificinsurance.com.my

16. Tokio Marine Insurans (Malaysia) Berhad (149520-U)

29th Floor, Menara Dion
27, Jalan Sultan Ismail
50250 Kuala Lumpur

Tel : 603-2783 8383
Fax : 603-2026 9708
Web : www.tokiomarine.com.my

17. Tune Insurance Malaysia Berhad (30686-K)

Level 9, Wisma Tune
No.19, Lorong Dungun
Damansara Heights
50490 Kuala Lumpur

Tel : 603-2087 9000
Fax : 603-2094 1366
Web : www.tuneinsurance.com

18. Uni.Asia General Insurance Berhad (16688-K)

9th Floor, Menara Uni.Asia
1008, Jalan Sultan Ismail
50250 Kuala Lumpur
P.O. Box 6120 (Pudu)
55916 Kuala Lumpur

Tel : 603-2619 9000
Fax : 603-2693 0111
Web : www.uniasiageneral.com.my

COMPOSITE BUSINESS**1. AIA Bhd (790895-D)**

Menara AIA
No. 99, Jalan Ampang
50450 Kuala Lumpur

Tel : 603- 2056 1111
Fax : 603-2056 1291
Web : www.aia.com.my

2. Etiqa Insurance Berhad (95577)

Level 19, Tower C
Dataran Maybank
No. 1, Jalan Maarof
59000 Kuala Lumpur

Tel : 603-2297 3888
Fax : 603-2297 3800
Web : www.etiqa.com.my

**3. Prudential Assurance Malaysia Berhad
(107655-U)**

Level 17, Menara Prudential
No. 10, Jalan Sultan Ismail
50250 Kuala Lumpur

Tel : 603-2031 8228
Fax : 603-2032 3939
Web : www.prudential.com.my

4. Zurich Insurance Malaysia Berhad (8029-A)

11th Floor, Menara Zurich,
No. 12, Jalan Dewan Bahasa
50460 Kuala Lumpur

Tel : 603-2146 8000
Fax : 603-2142 5863
Web : www.zurich.com.my

REINSURANCE BUSINESS

1. Asia Capital Reinsurance Malaysia Sdn Bhd (762294-T)

Unit A-12A-8 Level 12A
Menara UOA Bangsar
5 Jalan Bangsar Utama 1
59000 Kuala Lumpur

Tel : 603-2299 6800
Fax : 603-2299 6900
Web : www.asiacapitalre.com.my

2. Hannover Rueck SE Malaysian Branch (993601-H)

Suite 29-01, Integra Tower
The Intermark
348 Jalan Tun Razak
50450 Kuala Lumpur

Tel : 603-2687 3600
Fax : 603-2687 3761
Web : www.hannover-re.com

3. Malaysian Reinsurance Berhad (664194-V)

12th Floor, Bangunan Malaysian Re
No. 17, Lorong Dungun
Damansara Heights
50490 Kuala Lumpur

Tel : 603-2096 8000
Fax : 603-2096 7000
Web : www.malaysian-re.com.my

4. Munich Reinsurance Company Malaysia Branch (993676-M)

Suite 13.1, Level 13, Menara IMC
8, Jalan Sultan Ismail
50250 Kuala Lumpur

Tel : 603-2032 4488
Fax : 603-2032 5822
Web : www.munichre.com

5. Swiss Reinsurance Company Ltd (993718-U)

Suite 28.01, 28th Floor, Menara Keck Seng
203, Jalan Bukit Bintang
55100 Kuala Lumpur

Tel : 603-2118 3800
Fax : 603-2118 3811
Web : www.swissre.com

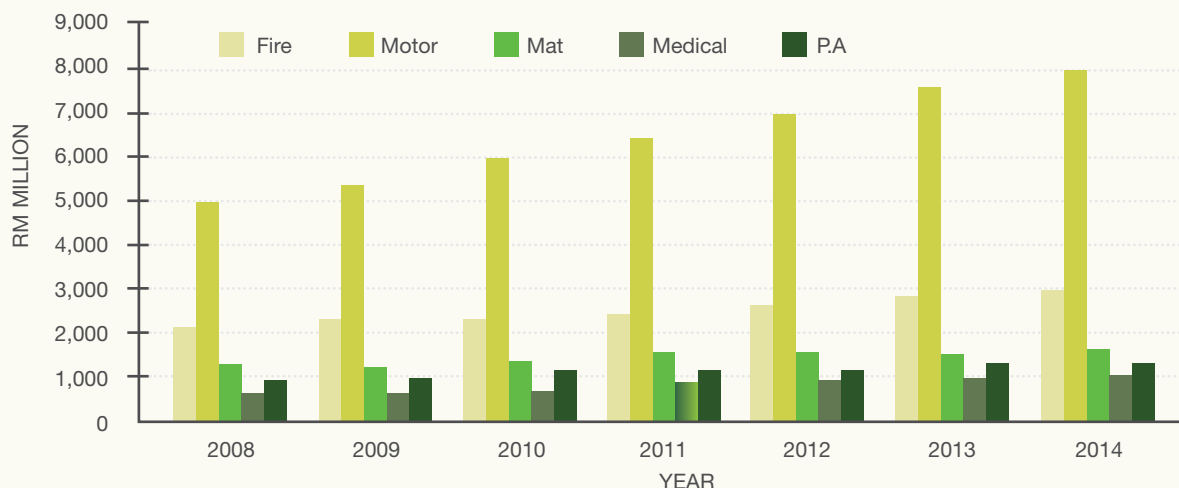
6. The Toa Reinsurance Company, Limited (993924-T)

Kuala Lumpur Branch,
28th Floor, UBN Tower
10, Jalan P. Ramlee
50250 Kuala Lumpur

Tel : 603-2732 5911
Fax : 603-2732 5915
Web : www.toare.co.jp

INSURANCE INDICATORS

WRITTEN PREMIUMS

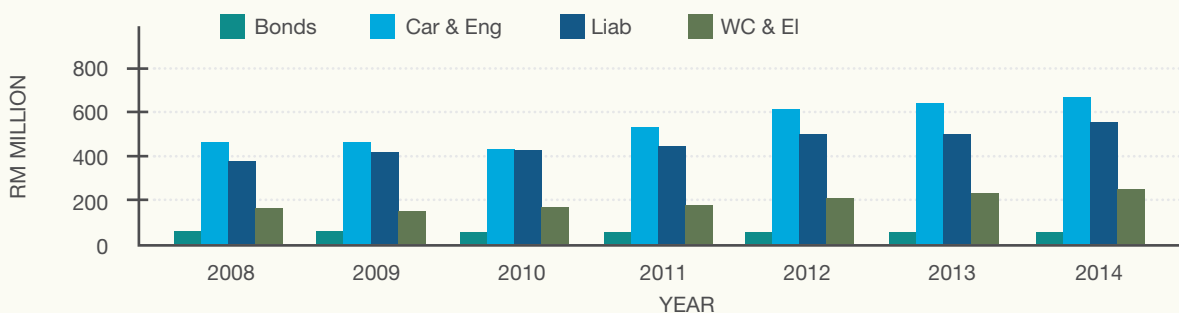


RM Million

YEAR	FIRE	MOTOR	MAT	MEDICAL	P.A
2008	2,123.7	4,911.5	1,248.4	550.0	852.2
2009	2,237.3	5,288.2	1,231.5	587.3	965.7
2010	2,291.8	5,968.6	1,353.6	643.5	1,088.4
2011	2,398.9	6,382.4	1,489.4	822.2	1,151.2
2012	2,571.2	6,978.3	1,565.5	875.7	1,173.2
2013	2,793.4	7,524.2	1,519.3	920.0	1,236.2
2014	2,954.3	7,932.4	1,651.2	1,006.1	1,264.6

Source:-ISM

WRITTEN PREMIUMS

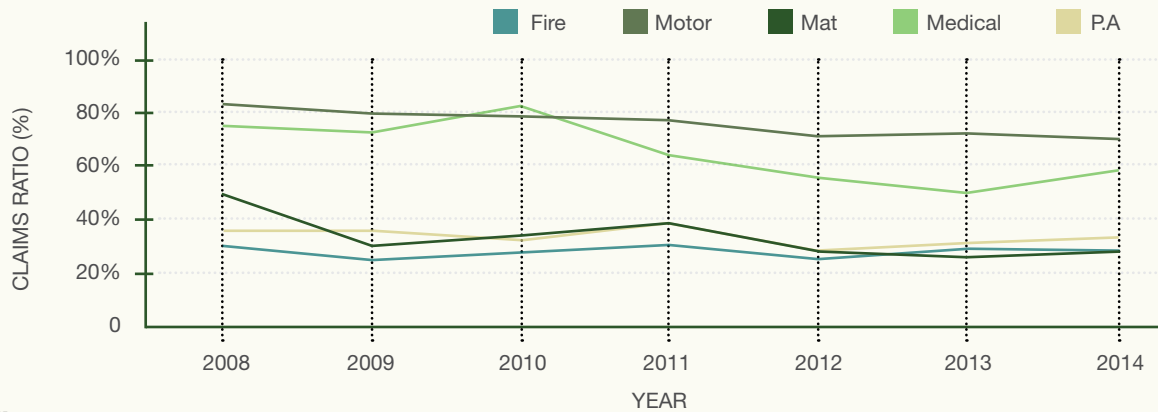


RM Million

YEAR	BONDS	CAR & ENG	LIAB	WC & EL
2008	49.6	454.8	376.5	149.7
2009	47.0	457.3	411.5	147.4
2010	38.6	423.5	415.6	159.6
2011	43.3	524.3	446.4	171.3
2012	52.0	610.5	496.3	205.5
2013	53.0	644.7	495.8	233.2
2014	51.1	672.8	547.9	240.6

Source:-ISM

CLAIMS RATIO BY SECTORS

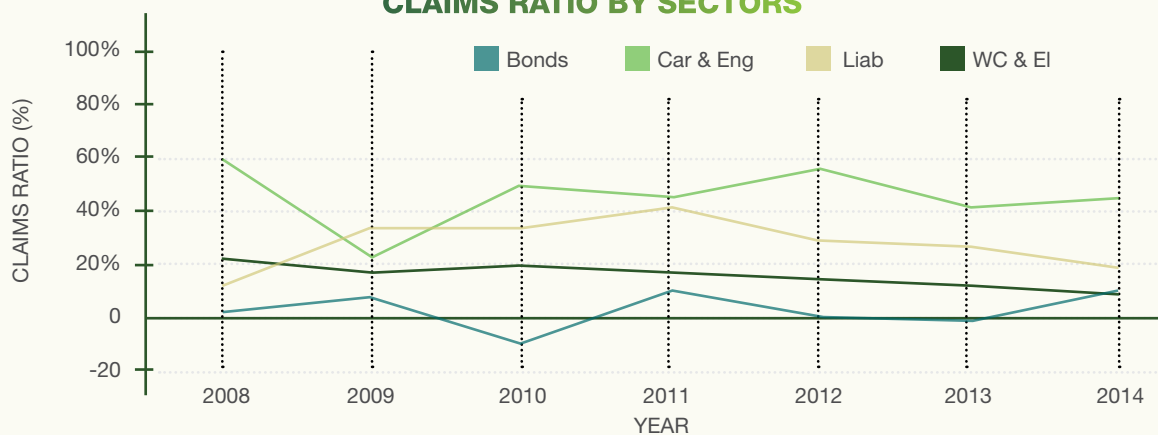


RM Million

YEAR	FIRE	MOTOR	MEDICAL	MAT	P.A
2008	30.7%	82.7%	74.7%	50.0%	36.0%
2009	26.4%	79.8%	73.6%	31.1%	35.7%
2010	28.7%	79.5%	82.7%	34.5%	33.0%
2011	30.8%	76.8%	64.4%	38.8%	31.5%
2012	27.6%	72.3%	56.6%	29.8%	28.9%
2013	29.4%	72.7%	50.6%	31.1%	26.5%
2014	28.8%	71.5%	57.5%	33.9%	29.4%

Source:-ISM

CLAIMS RATIO BY SECTORS

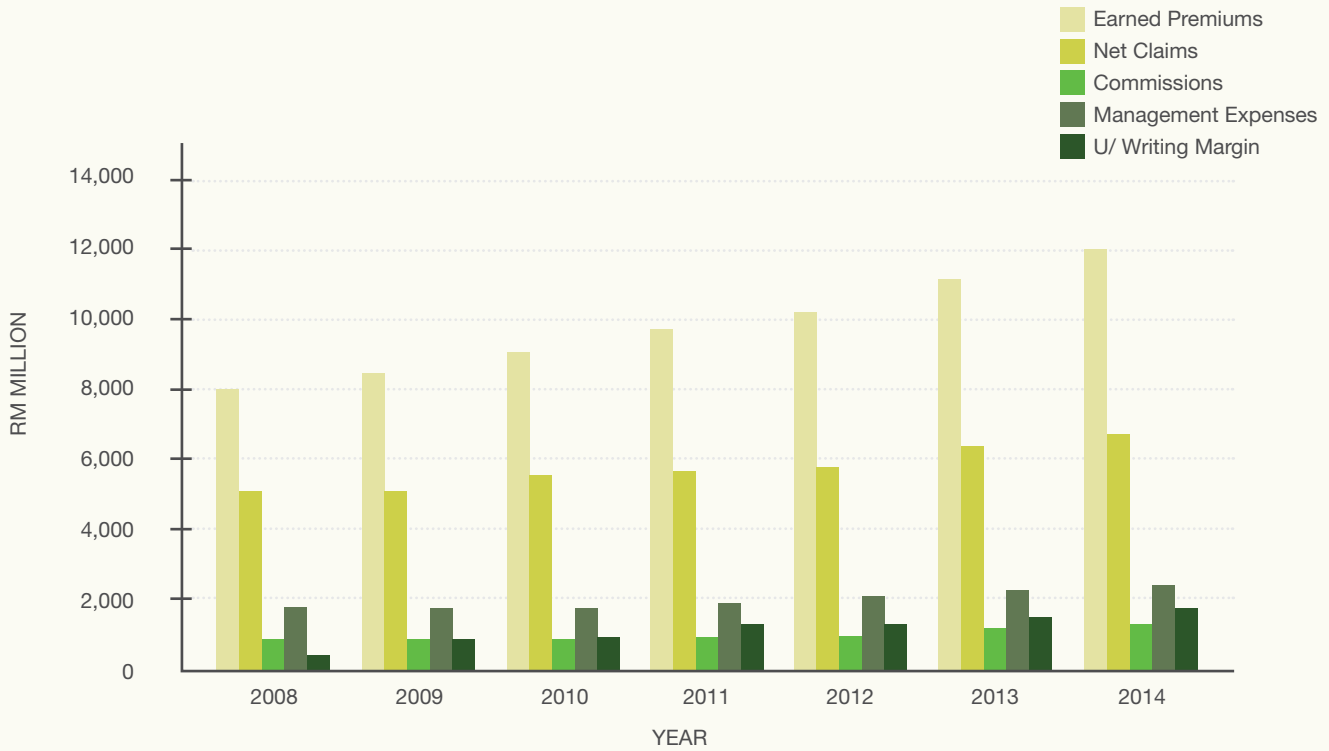


RM Million

YEAR	BONDS	CAR & ENG	LIAB	WC & EL
2008	2.3%	60.2%	13.5%	22.0%
2009	7.6%	23.9%	33.3%	16.5%
2010	-8.9%	48.9%	33.1%	19.2%
2011	10.4%	45.8%	41.1%	16.0%
2012	0.6%	55.0%	29.8%	14.4%
2013	-1.3%	40.4%	26.9%	12.2%
2014	9.9%	44.6%	20.1%	9.6%

Source:-ISM

UNDERWRITING EXPERIENCE



RM Million

YEAR	EARNED PREMIUMS	NET CLAIMS	COMMISSIONS	MANAGEMENT EXPENSES	U/Writing MARGIN
2008	7,996.2	5,041.4	757.1	1,735.4	462.3
2009	8,384.7	5,067.8	802.5	1,757.8	756.6
2010	8,981.2	5,495.7	818.9	1,787.5	879.1
2011	9,717.7	5,683.2	901.9	1,866.8	1,265.8
2012	10,527.6	5,743.9	1,000.4	2,079.1	1,297.3
2013	11,569.2	6,340.3	1,144.6	2,242.5	1,462.0
2014	12,390.8	6,790.0	1,241.6	2,461.6	1,639.0

Source:-ISM

ROLL OF HONOUR

TERM	CHAIRMAN	DEPUTY CHAIRMAN
2013-2015	Mr. Chua Seck Guan <i>(MSIG Insurance (Malaysia) Bhd)</i>	Mr. Kong Shu Yin <i>(RHB Insurance Berhad)</i>
2012-2013	Mr. Chua Seck Guan <i>(MSIG Insurance (Malaysia) Bhd)</i> <i>(from 31 October 2012)</i>	Mr. Kong Shu Yin <i>(RHB Insurance Berhad)</i> <i>(from 31 October 2012)</i>
	Mr. Wong Kim Teck <i>(Kurnia Insurans (Malaysia) Berhad)</i> <i>(from 23 April to 30 October 2012)</i>	Mr. Chua Seck Guan <i>(MSIG Insurance (Malaysia) Bhd)</i> <i>(from 23 April to 30 October 2012)</i>
2011-2012	En. Hashim Harun <i>(Malaysian Reinsurance Bhd)</i>	Mr. Wong Kim Teck <i>(Kurnia Insurans (Malaysia) Bhd)</i>
2010-2011	En. Hashim Harun <i>(Malaysian Reinsurance Bhd)</i>	Mr. Tan Kok Guan <i>(Lonpac Insurance Bhd)</i>
2009-2010	En. Hashim Harun <i>(Malaysian Reinsurance Bhd)</i>	Mr. Jahanath Muthusamy <i>(AXA Affin General Insurance Bhd)</i>
2008-2009	Mr. Cliff Lee Koon Yew <i>(from 13 March 2008 to 31 March 2009)</i> <i>(Tahan Insurance Malaysia Berhad)</i>	En. Mohd Yusof Idris <i>(Oriental Capital Assurance Bhd)</i>
2007-2008	En. Zainal Abidin Mohd Noor <i>(from 20 April 2007 to 29 February 2008)</i> <i>(Etiqa Insurance Berhad)</i>	Mr Cliff Lee Koon Yew <i>(Tahan Insurance Malaysia Berhad)</i>
2006-2007	En. Hashim Harun <i>(Uni.Asia General Insurance Bhd)</i>	En. Mohd Yusof Idris <i>(Oriental Capital Assurance Bhd)</i>
2005-2006	En. Hashim Harun <i>(Uni.Asia General Insurance Bhd)</i>	En. Anuar Mohd Hassan <i>(Malaysian National Reinsurance Bhd)</i>
2004-2005	En. Anuar Mohd Hassan <i>(Malaysian National Reinsurance Bhd)</i>	En. Hashim Harun <i>(Uni.Asia General Insurance Bhd)</i>
2003-2004	En. Anuar Mohd Hassan <i>(Malaysian National Reinsurance Bhd)</i>	En. Hashim Harun <i>(Uni.Asia General Insurance Bhd)</i>
2002-2003	En. Anuar Mohd Hassan <i>(Malaysian National Reinsurance Bhd)</i>	En. Hashim Harun <i>(Uni.Asia General Insurance Bhd)</i>
2001-2002	En. Kassim Zakaria <i>(Mayban General Assurance Bhd)</i>	En. Anuar Mohd Hassan <i>(Malaysian National Reinsurance Bhd)</i>
2000-2001	En. Kassim Zakaria <i>(Mayban General Assurance Bhd)</i>	En. Anuar Mohd Hassan <i>(Malaysian National Reinsurance Bhd)</i>
1999-2000	En. Anuar Mohd Hassan <i>(Malaysian National Reinsurance Bhd)</i>	-
1997-1999	En. Anuar Mohd Hassan <i>(Malaysian National Reinsurance Bhd)</i>	Mr. Adrian Loh Heong Chow <i>(Kurnia Insurans (M) Bhd)</i>
1994-1997	Mr. Adrian Loh Heong Chow <i>(Hong Leong Assurance Bhd)</i>	En. Anuar Mohd Hassan <i>(Malaysian National Reinsurance Bhd)</i>
1993-1994	En. Subri Abdullah <i>(Malaysian Co-operative Insurance Society Ltd)</i>	En. Dzulkifli Mohd Salleh <i>(Malaysian National Reinsurance Bhd)</i>
1990-1993	En. Dzulkifli Mohd Salleh <i>(Malaysian National Reinsurance Bhd)</i>	En. A. Subri Abdullah <i>(Malaysian Co-operative Insurance Society Ltd)</i>
1988-1990	YBhg Datuk Abdul Latiff Hussain <i>(Malaysia British Assurance Bhd)</i>	En. Dzulkifli Mohd Salleh <i>(Malaysian National Reinsurance Bhd)</i>
1985-1988	En. Dzulkifli Mohd Salleh <i>(Malaysian National Reinsurance Bhd)</i>	Mr Lau Khuan Siew <i>(Malaysia British Assurance Bhd)</i>
Until 1984-1985	Tuan Haji Mansor Masikon <i>(Progressive Insurance Sdn Bhd)</i>	En. Abdullah Bin Ishak <i>(Arab Malaysian Insurance Sdn Bhd)</i>



PIAM

PERSATUAN INSURANS AM MALAYSIA
General Insurance Association of Malaysia

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