



## **MCIS Insurance Appoints Boutique Agencies**

### **Re:Think & AS.iF Asia**

***Petaling Jaya, 17 September 2019:*** MCIS Insurance Berhad (MCIS Insurance), a member of South Africa’s leading Financial Services Group, Sanlam, recently appointed Re:Think Sdn Bhd as its Advertising and Digital Agency with AS.iF Asia Sdn Bhd handling all its Public Relations, CSR Initiatives and Content development.

Prasheem Seebran, CEO & Managing Director of MCIS Insurance said: “We are embarking on a new journey to rebrand our marketing approach in the competitive Malaysian life insurance landscape and the selection of these agencies will assist us going forward.”

The two agencies were selected following an evaluation and comparison of their ideas, with that coming from other agencies who also presented their ideas to the senior management team.

Re:Think and AS.iF will support MCIS Insurance as the life insurer continues to grow its brand profile with new ideas and innovations to serve Malaysians seeking life insurance solutions tailored to their needs.

Both agencies have started to work on various campaigns, helping MCIS Insurance to push creative boundaries in creating new customer experience.

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**MCIS INSURANCE BERHAD**, a member of the Sanlam Group, is synonymous with customers seeking a trusted insurer to safeguard their life insurance, savings and retirement needs for over six decades now. MCIS Insurance is registered under the Financial Services Act 2013 and operates as a life insurer marketing insurance solutions targeted for Malaysians. Visit [www.mcis.my](http://www.mcis.my) or call +603-7652 3388 for more information.

## **ABOUT SANLAM GROUP**

Sanlam is a pan-African financial services group listed on the Johannesburg, Namibian and A2X stock exchanges. Through its five business clusters – Sanlam Personal Finance, Sanlam Emerging Markets, Sanlam Investments, Sanlam Corporate and Santam - the Group provides comprehensive and bespoke financial solutions to institutional clients and consumers across all market segments. Sanlam's areas of expertise include insurance (life and general), financial planning, retirement, investments and wealth.

Established in 1918 as a life insurance company, Sanlam has become the largest non-banking financial services group in Africa, through its global diversification strategy.

Headquartered in South Africa, Sanlam has a direct stake in financial services entities in Namibia, Botswana, Swaziland, Zimbabwe, Mozambique, Mauritius, Malawi, Zambia, Tanzania, Rwanda, Uganda, Kenya, and Nigeria. It also owns SAHAM Finances Group, thereby having a footprint of insurance operations in Morocco, Angola, Algeria, Tunisia, Ghana, Niger, Mali, Senegal, Guinea, Burkina Faso, Cote D'Ivoire, Togo, Benin, Cameroon, Gabon, Republic of the Congo, Madagascar, Burundi, and Lesotho, making it the largest non-banking financial services group in Africa.

Sanlam also has exposure to insurance businesses in India, Malaysia and the United Kingdom and has business interests in the USA, Australia, the Philippines, Lebanon and Saudi Arabia.

For further information, visit [www.sanlam.com](http://www.sanlam.com) or follow us @sanlam.

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