

Dear Editor,
For immediate release:

Allianz General partners Bateriku.com to offer *Allianz PerlindunganKu* for B40 communities

Kuala Lumpur, 25 April 2022 – Allianz General Insurance Company (Malaysia) Berhad (Allianz General) is partnering Bateriku (M) Sdn.Bhd. (Bateriku.com) to offer its [Allianz PerlindunganKu](#) to all B40 community groups registered under Bateriku.com.

The partnership will see [Bateriku.com](#), Malaysia's number one Connected Roadside Assistance Provider (CRAS), partnering as an Allianz General agent to offer *Allianz PerlindunganKu* by Allianz General under the government's Perlindungan Tenang, an affordable insurance initiative.

Existing and new customers of Bateriku.com who are eligible will be encouraged to use their vouchers to purchase *Allianz PerlindunganKu* using the *Perlindungan Tenang* Voucher (PTV), which is a government initiative to ease the financial burden of the B40 community in the event of an accidental injury.

"Incidents over the past two years have exposed the state of underinsurance amongst Malaysians. As insurers, our focus is to continue to find feasible ways to close the protection gap," said Sean Wang, Chief Executive Officer of Allianz Malaysia Berhad.

"Knowing Bateriku.com's ethos and their unwavering commitment to their customers and ecosystem partners, we were eager to partner with them to drive this initiative to get the B40 segment protected. Through this partnership, we hope to be able to reach out to a bigger section of the segment not only to offer them an insurance solution but at the same time educate and raise awareness of the importance of protection and encourage them to get the protection they deserve," added Sean, who is also Chief Executive Officer to Allianz General.

Since its inception in 2014, Bateriku.com has disrupted and digitalised the automotive battery industry in Malaysia. Bateriku.com grew exponentially via its on-demand battery delivery model by building its own ecosystem: trained almost 1,000 gig technicians (BHero), developed almost 100 Bateriku.com entrepreneurs (BPreneur) and more than 3,000 automotive parts and services partners (BBuddy).

Bateriku (M) Sdn Bhd Chief Executive Officer Azarol Faizi Zakaria Ansari, said: "Today Bateriku.com has served almost one million customers all over the nation and this feat is made possible via our on-demand model, enabled by in-house technology capability, 24/7/365 contact center, more than 100 outlets and our inclusive ecosystem."

"We are excited with this partnership with Allianz General to provide value added services to not only our current and future customers but also to our frontliners in Peninsular and East Malaysia. Being the largest Connected Roadside Assistance provider

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means that we must always find ways to protect our frontliners: BHero, BPreneur and BBuddy,” added Azarol.


To learn more about *Allianz PerlindunganKu*, click [here](#).

To learn more about Bateriku.com, visit bateriku.com/.

About Allianz in Malaysia

The investment holding company, Allianz Malaysia Berhad, a subsidiary of Allianz SE, has two insurance subsidiaries - Allianz General Insurance Company (Malaysia) Berhad (“Allianz General”) and Allianz Life Insurance Malaysia Berhad (“Allianz Life”).



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Allianz General is one of the leading general insurers in Malaysia and has a broad spectrum of services in personal lines, small to medium enterprise business and large industrial risks. The GWP for general insurance business for financial year 2021 reached a mark of RM2.43 billion. Allianz Life offers a comprehensive range of life and health insurance and investment-linked products and for the financial year 2021, Allianz Life recorded a GWP of RM3.26 billion and is one of the fastest growing life insurers in Malaysia. Allianz Malaysia has 32 branches nationwide.

In 2021, Allianz Malaysia won The Edge Billion Ringgit Club (BRC) Financial Services (below RM10 billion market capitalisation) award for the highest growth in profit after tax (PBT) over three years. The Company also bagged the Malaysia International Business Awards 2021 (Life Insurance category) and three awards at the Global Banking & Finance Awards: Insurance Brand of the Year Malaysia 2021; Best General Insurance Product Malaysia 2021; and Best Insurance Social Media Engagement Malaysia 2021. In 2020, Allianz Malaysia was awarded the Industry Excellence Award for financial services at the MSWG-ASEAN Corporate Governance Awards. The Company also ranked seventh amongst the Top 100 Companies for Overall Corporate Governance and Performance (by Rank) and 16th amongst the Top 100 Companies for Corporate Governance Disclosure (by Rank).

To learn more about Allianz Malaysia, visit allianz.com.my

Facebook: facebook.com/AllianzMalaysia/ | Instagram: instagram.com/allianzmalaysia/

LinkedIn: linkedin.com/company/allianzmalaysia/

About Bateriku.com

Bateriku.com aspires to disrupt and digitalise the Battery, Breakdown and “Bengkel” market via technology and sharing economy with the aim to provide awesome customers’ experience via Connected Roadside Assistance Solutions to car owners across Malaysia.


Established since March 2014, Bateriku.com operates in all key-economic regions of Malaysia, manned by 183 employees, almost 1,000 gig technicians (BHero), almost 100 dealers (BPreneur) and more than 3,000 automotive parts and services partners (BBuddy).


Bateriku.com has rendered its on-demand services to almost 1 million customers offering end-to-end battery replacement services. Bateriku.com provides the most comprehensive sales and after sales support with its nationwide coverage. Customers are able to reach Bateriku.com via multiple touch points (online and offline) and multiple payment options (conventional and digital).

Currently, Bateriku.com is evolving into a Vehicle Ownership Experience Platform by connecting the Battery, Breakdown, Car Workshop (Bengkel) and Bazaar. Started off as a pure battery player, customers trusted Bateriku.com to resolve non-battery issues by referring to Bateriku.com’s preferred Bengkel network. Today, Bateriku.com is aggressively onboarding parts and service providers into its Bazaar, an e-commerce automotive platform that also provides Ancillary services such as renewal of road tax/motor insurance, payment for toll/parking/summons/fuel, etc.

Bateriku.com is an Endeavor company since 2019. Endeavor is a global entrepreneur organization based in New York that supports high impact entrepreneur around the world in creating job opportunities as well as wealth to the local economy. To date, 64 Endeavor entrepreneurs in



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Malaysia have generated a total of RM1.4 billion in revenue with more than 20,000 people being employed. Carsome, Farm Fresh, Fashion Valet and The Lorry are among Malaysia's Endeavor entrepreneurs.

To learn more about Bateriku.com, visit bateriku.com

Facebook: facebook.com/bateriku/

Instagram: instagram.com/baterikudotcom

LinkedIn: linkedin.com/company/bateriku.com

Bateriku Lifestyle Brand: youtube/motormaniac.co

Endeavor Malaysia: <https://www.endeavormalaysia.org/>


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