



Press Release – for immediate release

## Positive Performance in 2018, Allianz Life Syariah Encourage People to Share Kindness through #BerlipatnyaBerkah Program

**Jakarta, 15 May 2019** – PT Asuransi Allianz Life Indonesia sharia business unit (“Allianz Life Syariah”) managed to record a positive performance in 2018 with a Gross Written Premium of Rp1.107 trillion, or increase 9.1% compared to previous year. Total asset also grew 6.4% or increase Rp2.7 trillion to Rp2.9 trillion in 2018.

Allianz Life Syariah *Tabarru’* Fund in 2018 also increases 8.3% to Rp593.7 billion compared to the previous period of Rp548.3 billion. The *Tabarru’* Fund itself is a pool of fund that comes from the contribution of sharia insurance participants and used to help others in times of disaster according to the agreed agreement of *Tabarru’*.

The positive growth of *Tabarru’* Fund showed that the customers’ trust towards Allianz Life Syariah to provide sharia insurance protection continue to grow. This is reflected in the number of Allianz Life Syariah’s participants that rose to 102,094 participants in 2018.

Allianz Life Syariah also managed the trust given by the participants by distributing the *Tabarru’* Fund to other participants to pay claims and benefit which amounts to Rp412.2 billion in 2018 or rose 7.4% compared to 2017.

“This positive growth is related to the increasing trend of sharia industry and the role of the millennial generation that have a huge potential in Indonesia economic growth. Therefore, Allianz continue to innovate to strengthen its position in this potential market segment while also conduct socialization and education of sharia product that aims to support the Government’s program to increase life insurance penetration, especially sharia life insurance,” said **Yoga Prasetyo, Head of Sharia Business Unit Allianz Life Indonesia**.

Allianz Life Syariah routinely and continuously conduct socialization and education of sharia insurance product, both to agency sales force as the front line and to the public in various areas of Indonesia cooperating with *Masyarakat Ekonomi Syariah* (Sharia Economic Community).

Starting in 2018, Allianz Life Syariah also campaigned “Syariah is Now” as a strategic step to develop its sales network by focusing on recruiting millennial generation that want to develop their entrepreneurship skill. In the future, this generation will become the target market of sharia insurance. Several actions that have been taken are conducting socialization about

sharia insurance routinely to campuses and opening wide access for millennial who wants to learn more about sharia insurance.

### **#BerlipatnyaBerkah Program Encourage People to Share Kindness**

One of the ways Allianz Life Syariah conducts socialization and education about sharia insurance to the public is by initiating the Kado Umroh program in 2018. Through this program, last year, 25 inspirational figures went to holy land and conduct *umroh*. This year Allianz Life Syariah is initiating the #BerlipatnyaBerkah program and encouraging more people to share kindness.

“Allianz Life Syariah is always committed to increase the public awareness on sharia-based insurance protection by encouraging more people to share kindness and initiate the #BerlipatnyaBerkah program. This program aims to increase the public awareness about life insurance protection as well as providing opportunities for those who deserve to get their dreams of going *umroh* a reality, **Karin Zulkarnaen, Chief Marketing Officer Allianz Life Indonesia.**

This year the participants that want to nominate inspirational figures, for example mosque keeper, security guard, household helper, cleaning service officer or even office boy, so that they can win #BerlipatnyaBerkah program and goes to *umroh* can do it by simply posting their story or video in social media such as Instagram, Facebook, Youtube, or even blogs. Participants must then submit the link of their post to [berlipatnyaberkah.allianz.co.id](http://berlipatnyaberkah.allianz.co.id).

The submission period of #BerlipatnyaBerkah program is from 13 May to 30 June 2019. The announcement of the 50 best stories will be made in July 2019. Afterwards there will be voting from July to August 2019. The winners will be announced on September 2019. Further information about the #BerlipatnyaBerkah program can be found in the microsite: [berlipatnyaberkah.allianz.co.id](http://berlipatnyaberkah.allianz.co.id).

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