

Generali Appoints Industry Veterans to Lead Indonesia and Malaysia Businesses

Hong Kong, 4 February 2025 – Generali announces the appointment of **Rebecca Tan** as **President Director** and **Chief Executive Officer** of **Generali Indonesia (PT Asuransi Jiwa Generali)**, effective from 1 February. **Soo Wai Har** will become the new **Chief Executive Officer** of **Generali Life Insurance Malaysia Berhad**, also effective as of 1 February.

Rebecca is a seasoned leader with a 30-year career in the financial services industry. She has experience in senior roles across life and general insurance, distribution, customer experience management and marketing. Most recently she served as the Chief Executive Officer of Generali Life Insurance Malaysia Berhad. In her new role, she will lead Generali Indonesia in driving sustainable business growth and reports directly to **Rob Leonardi, Regional Officer for Asia**.

Throughout her career, **Wai Har** has demonstrated expertise in various areas of the insurance industry, including commercial lines, technical operations and strategic leadership. Her diverse experience and leadership roles in major insurance companies highlight her significant contributions to the Malaysian insurance sector. She will report directly to **Fabrice Benard, Country Head of Generali Entities in Malaysia**.

These appointments of exceptional women leaders reflect Generali's culture of Diversity, Equity and Inclusion and the company's commitment to internal talent development and opportunities.

Rob Leonardi, Regional Officer for Asia, said: "Congratulations to Rebecca and Wai Har on their respective appointments. They bring a deep wealth of expertise to their teams which will be invaluable to our ambitions in the region. With their proven experience and under their outstanding leadership, we are confident that Rebecca and Wai Har will drive sustainable business growth and expand our presence in Indonesia and Malaysia respectively."

On her appointment, **Rebecca Tan, Chief Executive Officer of Generali Indonesia**, said: "I'm honoured to be leading Generali Indonesia and our strong local team here as we expand our focus on innovative products and customer-centricity. I look forward to working together to expand our presence and coverage in Indonesia, as well as progressing our vision of becoming a Lifetime Partner for our customers."

On her appointment, **Soo Wai Har, Chief Executive Officer of Generali Life Insurance Malaysia Berhad**, said: "I am excited to begin this new chapter in my career and continue to further our journey in driving excellence across our customer relationships by modelling our Group operating model. It is an honour to lead our business in Malaysia, and I am committed to strengthening its strong foundation while driving the company to new heights."

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THE GENERALI GROUP

Generali is one of the largest global insurance and asset management providers. Established in 1831, it is present in over 50 countries in the world, with a total premium income of € 82.5 billion in 2023. With around 82,000 employees serving 70 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. At the heart of Generali's strategy is its Lifetime Partner commitment to customers, achieved through innovative and personalised solutions, best-in-class customer experience and its digitalised global distribution capabilities. The Group has fully embedded sustainability into all strategic choices, with the aim to create value for all stakeholders while building a fairer and more resilient society.

ABOUT GENERALI INDONESIA

PT Asuransi Jiwa Generali Indonesia (Generali Indonesia) is part of the Generali Group operating in Indonesia since 2008 and developing its insurance business through multiple distribution channels, including agency, bancassurance, corporate solutions, and direct channels. Aligned with the vision to become a Lifetime Partner for customers, Generali Indonesia offers innovative product solutions for life protection, health, critical illness, and retirement planning for individual and corporate customers.

Currently, Generali Indonesia is supported by more than 9,000 professional agents and is entrusted to protect over 400,000 customers in Indonesia. PT Asuransi Jiwa Generali Indonesia is licensed and supervised by the Financial Services Authority (OJK).

For further information regarding Generali Indonesia, visit www.generali.co.id

ABOUT GENERALI MALAYSIA

Generali Group is one of the largest global insurance providers with more than 190 years of heritage. The Group has been active in Malaysia since 2015 when it acquired a 49% stake in Multi-Purpose Insurans Berhad - a P&C insurance subsidiary of Multi-Purpose Capital Holdings to create MPI Generali. In 2022, Generali acquired full ownership of the MPI Generali joint venture and purchased a controlling majority in AXA Affin General and Life Insurance in Malaysia.

In 2023, Generali unfolded a new growth chapter with the launch of a single, unified brand Generali Malaysia — one of the largest general insurers and emerging life insurer in Malaysia backed by over 1,600 employees, more than 9,000 agents and partners and extensive network of branches nationwide.

Now with an expanded scale, breadth, and expertise, Generali Malaysia strives to further its ambition of being a trusted Lifetime Partner and a progressive insurer that safeguards the needs of Malaysians and their future generations.

For further information regarding Generali Malaysia, visit www.generali.com.my