

# News Release

29 January 2026



## Zurich Malaysia and Kenanga Group Announce Collaboration to Integrate Protection Across Advisory and Digital Platforms

Aligned commitment to ensuring protection solutions remain accessible, relevant and scalable across life stages

Kuala Lumpur, 29 January 2026 – Zurich Malaysia and Kenanga Investment Bank Berhad (“**Kenanga Group**”) have entered into a strategic partnership arrangement to expand the delivery of insurance and takaful solutions, covering general insurance and takaful, life insurance and family takaful, through Kenanga Group’s advisory-led and digital distribution channels.

This partnership reflects a shared commitment to making protection a more integral part of holistic financial and wealth planning, enhancing access to relevant solutions that support clients’ long-term financial and legacy planning needs. It also builds on the existing relationship between Zurich Malaysia and Kenanga Group, which began with earlier joint initiatives in the takaful and investment space.

The collaboration was formalised at an event, attended by Steven Choy, Chairman of Zurich General Insurance Malaysia Berhad, Zurich Life Insurance Malaysia Berhad and Kenanga Investors Berhad; Junior Cho, Country CEO of Zurich Malaysia; Datuk Chay Wai Leong, Group Managing Director of Kenanga Investment Bank Berhad; Datuk Wira Ismitz Matthew De Alwis, CEO and Executive Director of Kenanga Investors Berhad; and senior management from both organisations.

Commenting on the collaboration, Junior Cho said, “This partnership builds upon the longstanding relationship with Kenanga Group, reflecting our mutual focus on delivering more relevant and accessible protection solutions. Through this partnership, Zurich Malaysia is able to extend its commitment to Care For What Matters by supporting clients at every life stage with more connected financial planning experiences.”

Echoing this, Datuk Chay Wai Leong said “We believe that protection is an essential part of long-term wealth planning. Through our partnership with Zurich Malaysia, we can integrate insurance and takaful solutions into our advisory and digital ecosystem, enabling us to deliver more holistic and accessible financial solutions and better support clients as their needs evolve across different life stages.”

In conjunction with the strategic collaboration, a comprehensive group takaful scheme underwritten by Zurich Malaysia will be offered exclusively to clients of Kenanga Investors Berhad (“**Kenanga Investors**”), the asset and wealth management arm of Kenanga Group. Kenanga Investors’ Financial Adviser Representatives will now be able to offer a wider range of insurance and takaful solutions from Zurich Malaysia as part of their client conversations, aligning protection recommendations with individual goals, risk profiles and life stages.

The synergy of Zurich Malaysia’s protection capabilities and Kenanga Group’s investment strategies enables the creation of simple and personalised solutions. A key initiative in the pipeline is the integration of OnePRS by Kenanga into Zurich Malaysia’s product propositions as one of the options for clients, providing them with a seamless experience that combines wealth growth with comprehensive risk protection. This unified approach ensures clients benefit from world-class investment and insurance expertise under one platform.

At the same time, by leveraging Kenanga Group’s digital platforms and ecosystem capabilities, including KDi GO, Zurich Malaysia’s protection solutions will be made available within Kenanga Group’s

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digital journey. This gives clients a simplified entry point to explore protection as part of their investment experience, with easy onboarding and accessible, bite-sized options.

Looking ahead, both parties will explore opportunities to introduce more contextual protection offerings aligned to clients' life events and financial milestones. The collaboration will also support sales personnel in addressing increasingly complex planning needs, creating a more connected experience across both digital engagement and advisory-led interactions.

Ultimately, Kenanga Group and Zurich Malaysia aim to deepen the integration of investment, advisory and protection capabilities, delivering accessible and relevant investment, insurance and takaful solutions to meet the evolving needs of clients throughout their financial journeys.

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**Notes to editor:**

## About Zurich Malaysia

**Zurich Malaysia** is a collective reference term for the Zurich Insurance Group (Zurich) business subsidiaries operating in Malaysia: Zurich General Insurance Malaysia Berhad, Zurich Life Insurance Malaysia Berhad, Zurich General Takaful Malaysia Berhad and Zurich Takaful Malaysia Berhad. Zurich Malaysia offers a broad range of comprehensive insurance and takaful solutions; helping individuals as well as business owners understand and protect themselves, their businesses and their assets from risk. Zurich Malaysia has an integrated branch network in major cities nationwide as well as dedicated agency and distribution channels nationwide to serve the needs of its customers. For further information on Zurich Malaysia, visit <http://www.zurich.com.my>.

## About Kenanga Investment Bank Berhad 197301002193 (15678-H)

Established for over 50 years, **Kenanga Investment Bank Berhad ("The Group")** is a leading financial group in Malaysia, offering a wide range of services, including equity broking, investment banking, treasury, Islamic banking, listed derivatives, investment management, wealth management, structured lending, and trade financing. The Group's digital innovations include the launch of KDi GO, a wealth-centric app, along with game-changing products such as Rakuten Trade, Malaysia's first fully digital stockbroking platform, and Kenanga Digital Investing, an A.I. robo-advisor.

Kenanga has garnered multiple awards, including top honours at the Bursa Excellence Awards 2024 and The Edge Malaysia Centurion Club 2023. The Group also secured the Top 20 Overall Excellence and the Niche Cap Excellence Award at the National Corporate Governance and Sustainability Awards 2024. As one of the highest-

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scoring constituents of the FTSE4Good Bursa Malaysia Index and a Participant of the United Nations Global Compact, Kenanga continues to drive collaboration, innovation, and sustainability in the financial industry.

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