



ANIKA

INSURANCE BROKERS

50 YEARS OF REPRESENTING YOU

PROTECTING WHAT IS MOST
IMPORTANT TO YOU



Offering **Protection Solutions** for Every Person,
Company & Organization in Malaysia for the last 50 years.

Simplifying Insurance.
Maximizing Protection.



WE ARE THE KEY TO ALL YOUR
INSURANCE SOLUTIONS

AND WE REPRESENT YOU

We operate independently from any one insurance company, and as brokers, we seek, customize and negotiate on your behalf. That is how Anika can proudly say that when it comes to simplifying insurance, **we have your best interests at heart.**

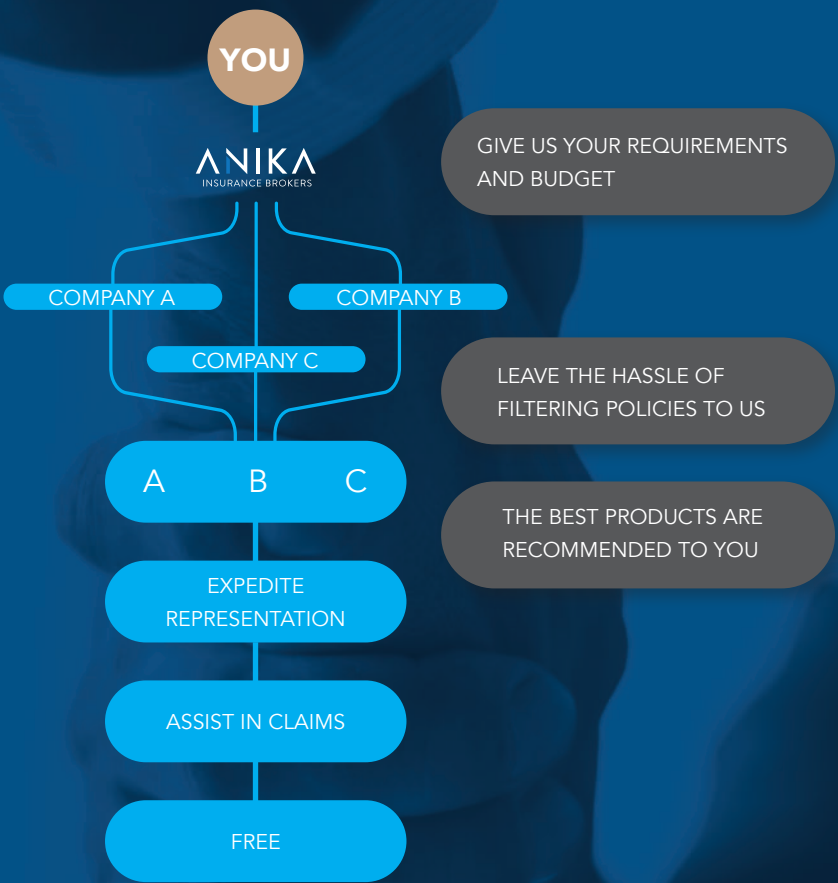
From understanding your needs, advisory on the latest products on offer, custom building a protection solution based on your budget and specific requirements, our services also extend towards implementation and right to claims. We are here with you every step of the way.

Leave the complications of getting the right protection behind.

Anika has got you covered.

INSURANCE BROKERS HOW WE ARE BETTER

THE ANIKA WAY



THE CONVENTIONAL AGENCY WAY



AS SIMPLE AS ONE, TWO, THREE



01



SAVE TIME

Tell us what you need, or pass us your existing policies.

Anika acts as your personal broker. Just leave the legwork to us to find you the best deal in the market.

We help save your time by handling the search, comparisons, and extensive paperwork involved in finding the right insurance policies for you.



02



HASSLE FREE

Let us search for the best solutions and present them to you.

We represent you. Anika does not represent any other company's interest.

An insurance broker has access to a variety of different policies offered by different insurers. This means we have no vested interest in a particular policy and will instead work to find the best policy for you.



03



COMPLIMENTARY & NO OBLIGATION SERVICE

We provide complimentary and no obligation protection adequacy assessment of your business assets.*

*Terms and Conditions are subject to provisional revisions where applicable

	ANIKA	CONVENTIONAL AGENTS
REPRESENTATION	Represents multiple insurance companies and recommendations are always in your favour	Represent only one insurance company and is biased towards that company
OBLIGATION	No additional profit earned by the broker for a specific range of products	Sell products which help them earn the highest individual profits
DISCLOSURE	Full disclosure of the commission rates is required	No disclosure of rate of commission or any additional fees charged to you
MOTIVE	The broker is obligated to ensure the accuracy of the facts and other details of the policies	You have to do the groundwork of researching the data and facts of the company and the policies offered

LEAVE YOUR PROTECTION PLAN IN OUR GOOD HANDS



Our industry professionals at Anika are just a phone call away to answer all your insurance inquiries.

We are your link to the insurers and can help you save time by liaising with a number of insurers to find the plan that is right for you.

In addition, we keep track of market developments and help you review your cover regularly to see if any changes should be made in order to ensure full protection of your company.

When a claim arises, we are there to advise you in order to ensure the settlement of claims in a fair and timely manner. All these services are afforded to you for free.

It is important to be prepared for anything that could happen to your company.

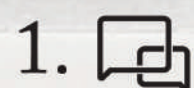
Here at Anika, we are trained to understand the potential risks that your company may face.

We will provide continuous expert advice in order to work towards your best interest. This includes helping you understand the fine print.



WHEN IS THE LAST TIME YOU READ THE FINEPRINT?

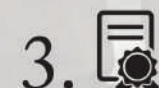
FIND OUT IN 5 MINUTES



1. TELL US WHAT YOU
NEED, OR PASS US
YOUR EXISTING
POLICIES



2. LET US SEARCH FOR
THE BEST SOLUTIONS
AND PRESENT THEM
ALL TO YOU



3. AND SINCE WE REPRESENT
YOU, WE WILL NEGOTIATE
FOR THE BEST OFFER. OUR
SERVICES TO YOU ARE FREE

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Anika Insurance Brokers Sdn. Bhd. (Anika) was established in 1968 with its first office located in Kuala Lumpur. Since then, it has expanded nationwide with branches in Penang, Ipoh, Johore Bahru and Kota Kinabalu.

THE FOREFRONT OF INSURANCE BROKING ...

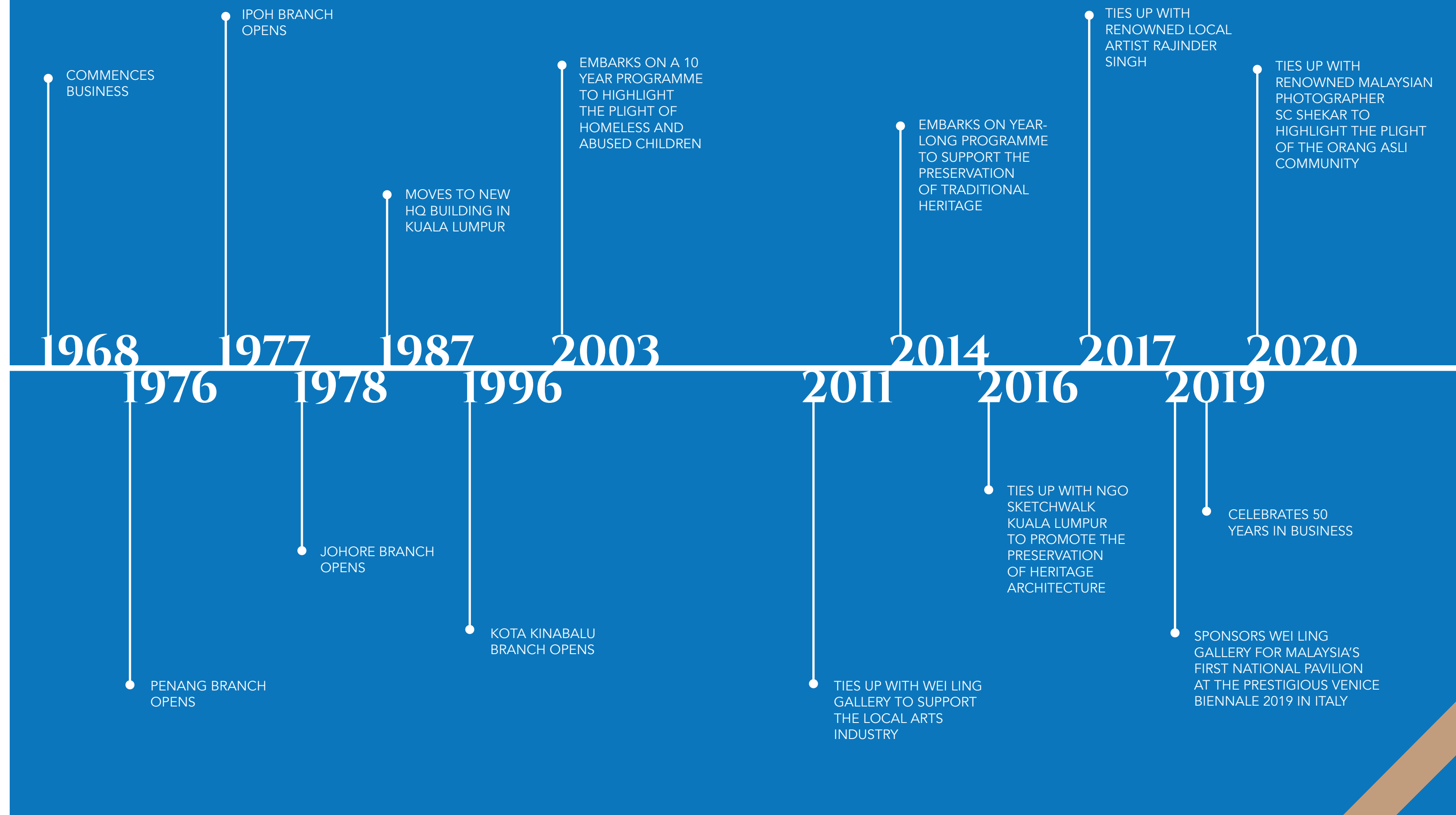
... MEETS INNOVATIVE RISK MANAGEMENT

Today, Anika is one of the leading insurance broking companies in Malaysia. It is one of a few insurance broking houses in the country that is still 100% locally owned.

Anika holds an insurance broking license from Bank Negara.

ANIKA MILESTONES

12



BOARD OF DIRECTORS

BOBBY WONG YIT POH Chairman BA (Int. Rel)

Bobby Wong comes from a family with over 40 years in the property development industry.

A graduate in politics and economics from the UK, Mr. Wong started his career in merchant banking working for the established English merchant banker Samuel Montague and Wardley Ltd. of the HSBC Group in Singapore.

Mr. Wong has investments in broadcasting, media, hotels and the arts. He also is a member of the Young Entrepreneurs Organization (YEO) - a US based global network for young entrepreneurs.

Currently, Bobby Wong sits on the Board as Chairman, focusing on strategy, marketing, management, information technology and CSR.

FRANK LAU HOK CHOON Director Chartered Accountant (MY), ACA (AU), B.Com

An Australian graduate with a Bachelor of Commerce Degree, Mr. Lau is a qualified Chartered Accountant in Australia and has been a member of The Institute of Chartered Accountants in Australia since 1977. He has also been a member of the Malaysian Institute of Chartered Accountants since 1980.

Mr. Lau started his career with Shell Australia as an Accountant and later moved to Coopers & Lybrand.

He then joined the Lian Seng Group under the stewardship of Dato' Wong Kee Tat in 1984 and has been with the Group since. Amongst the many projects he has been involved in are KL Plaza, Sri Hartamas, Taman Connaught and others.

Currently Mr. Lau sits on the Board and oversees strategy, finance and management.

Dato' Sri Punidanathan obtained his Bachelor Of Laws (Hons) from the University Of Singapore in 1964. He was called to the Malaysian Bar in 1965 and the Singapore Bar in 1971.

He has been a Chartered Member of the International Insurance Society of USA since 1988. He is a senior partner of V.P. Nathan & Partners.

Currently Dato' Sri Punidanathan sits on the Board and oversees strategy and legal.

YB DATO' SRI PUNIDANATHAN A/L VELUPILLAI Director SAPP, DIMP, LLB (Hons) Singapore

Mr. Chong is a qualified Associate of The Chartered Insurance Institute of London and The Malaysian Insurance Institute.

He is also an Associate Member of The Insurance Brokers Association of Malaysia (IBAM).

Currently Mr. Chong sits on the Board and oversees strategy, broking and operations.

CHONG PING LEONG Director Chartered Insurance Broker - ACII, AMII

DATO' DEVENDRANATHAN DATO' SRI V.P. NATHAN Alternative Director DIMP, LLB (Australia), B.Com (Australia), GDLP (Australia), QLTS (London)

Dato' Sri V.P. Nathan obtained his Bachelor of Laws (LLB) and Bachelor of Commerce (B.Com) from the University of Tasmania, Australia.

He was admitted as Lawyer of the Supreme Court of New South Wales Australia upon receiving his Graduate Diploma in Legal Practice (GDLP) from The College of Law Australia. In 2009, he joined V.P. Nathan & Partners.

Dato' Sri V.P. Nathan gained admission as a Solicitor to the Senior Courts of England and Wales and as an Advocate & Solicitor in the High Court of Malaya. He also formed Devendranathan Holdings Sdn. Bhd. with investments ranging from food & beverage to an events and public relations agency.

Currently Dato' Devendranathan sits on the Board and oversees strategy, management, marketing and legal.

YB DATO' NORAIMI ALIAS Public Relations Director & CEO DIMP, BSc (Econs)

Dato' Noraimi was appointed CEO of Anika in February of 2019. She has 20 years of experience being an Administrative and Diplomatic Officer in various government departments.

Dato' Noraimi has a Bachelor's Degree in Economics from Universiti Kebangsaan Malaysia (UKM) as well as a Diploma in Public Administration (INTAN).

Currently Dato' Noraimi sits on the Board and oversees HR and Public relations.



YES, YOU ARE INSURED. HE DOESN'T CARE.

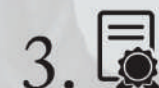
Paying for insurance policy is the easy part. Let Anika handle the research, negotiations, claims and reminders. For free.



1. TELL US WHAT YOU NEED, OR PASS US YOUR EXISTING POLICIES



2. LET US SEARCH FOR THE BEST SOLUTIONS AND PRESENT THEM ALL TO YOU



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OUR SERVICES



GENERAL INSURANCE

Our General Insurance services include General Insurance, Specialised Liability and Professional Indemnity Insurance.



PERSONAL INSURANCE

Our Personal Insurance services include Personal Care, Personal Care Plus and Life Insurance.

We analyse the risks that your company may be exposed to, then recommend methods for you to reduce those risks. In doing so, you can reduce the premium rates on insurance.

We then draw up a full insurance programme for you. From the programme, we will arrange policies with the most stable and reputable insurance company which can provide the best coverage at the most economical cost.

-  PROPERTY
-  LIABILITY
-  ENGINEERING
-  EMPLOYEE BENEFITS
-  CRIME
-  TRANSPORT
-  CONSTRUCTION



GENERAL INSURANCE

We have covered numerous types of insurance throughout the years for our clients in a variety of industries.

Based on our experience, we have determined the types of insurance that are most commonly needed by companies which we help provide for our clients.

SPECIALISED LIABILITY

Specialised Liability insurance is designed to provide financial protection for your company. This type of insurance can also help you protect your personal assets.

 DIRECTORS' AND OFFICERS' LIABILITY INSURANCE

 PRODUCT LIABILITY INSURANCE

PROFESSIONAL INDEMNITY INSURANCE

Professional Indemnity Insurance provides essential financial protection for a wide range of professional advisers. In the event that a client suffers financial loss as a result of alleged neglect, error or omission, Professional Indemnity Insurance will meet the cost of defending claims and any damages payable.



PERSONAL CARE

For your convenience, we have established twelve classes of insurance specially designed and tailored to suit your needs.

-  MOTOR INSURANCE
-  HOUSE OWNER INSURANCE
-  WORLDWIDE ALL RISKS
-  HOSPITAL & SURGICAL
-  PERSONAL LIABILITY
-  DOMESTIC HELPER
-  MOTORCYCLE INSURANCE
-  HOME CONTENTS
-  PERSONAL ACCIDENT
-  TERM ASSURANCE
-  GOLFERS
-  PEDAL CYCLE

PERSONAL CARE PLUS

-  MOTOR
-  DRIVE PROTECTOR
-  HOME CONTENTS
-  PERSONAL ACCIDENT
-  GOLFER
-  PERSONAL LIABILITY
-  MOTORCYCLE
-  HOUSE OWNER
-  WORLDWIDE ALL RISKS
-  HOSPITAL & SURGICAL
-  DOMESTIC HELPER
-  PEDAL CYCLE



LIFE INSURANCE

Life Assurance provides a benefit upon maturity of the policy or in the event of the untimely demise of a loved one. The benefits can help to pay off an existing mortgage on the house or help to complete the children’s education without interruption among other benefits.

Why struggle on your own when you can get professional help for free? You can save time and frustration by employing our services. Your business is precious, so we would like to help you protect it.

WE ARE HERE FOR YOU

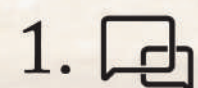
One of the key advantages of using an insurance broker is that you can expect personalised services. You get to avoid the hassle of never knowing who you may get on the other end of the phone. You also avoid having to repeat the same information to multiple insurance agents.

Your insurance broker is your single point of contact and they are equipped with the understanding of your specific insurance requirements. We take the time to get to know you and your business which means we do not provide generic solutions but instead, solutions that are tailor-made for you.



REFER A CLIENT. AND EARN YOURSELF SOME DOUGH!

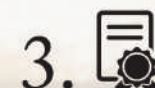
Anika Insurance Brokers (AIB) offers an attractive referral commission scheme. And it is in perpetuity.



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EVERY LITTLE
DETAIL
MATTERS.

