

e-booklet

THE GOOD POLICY IN ACTION

Join Us in the Remarkable Journey of Sustainability:
Be a Part of Our Inspiring Story to Share with the World.

Background

Environmental, Social, and Governance (ESG) principles have gained significant prominence in Malaysia's corporate landscape in recent years. As a Southeast Asian nation with a growing economy, Malaysia has recognised the importance of integrating ESG considerations into business practices. This introduction will provide an overview of how ESG is becoming increasingly relevant in BSIB and how we communicate ESG to our stakeholders via **The GOOD Policy campaign**.



THE IMPORTANCE OF ESG

ESG factors are increasingly recognised as essential considerations in various aspects of business and society for several compelling reasons:



Financial
Performance



Risk
Management



Reputation &
Branding



Talent
Attraction



Long-term
Sustainability



Innovation &
Efficiency

EXAMPLE

ESG practices in BSIB can play a significant role in **attracting talent** and **retaining employees** for several reasons:



Inclusivity and Diversity

Companies that promote diversity, equality, and a supportive work environment are more likely to attract talents.



Competitive Advantage

Prospective employees often view ESG as a sign of a forward-thinking and progressive organisation.



Alignment with Values

BSIB's commitment to sustainability, ethical conduct, and social responsibility will resonate with individuals who share these values.



Employee Engagement

When employees see their organisation actively working towards positive social and environmental impacts, they are often more motivated and proud to be a part of the company.



Did You Know?

The **MySOMPO** App is recognised for its sustainability efforts through the adoption of paperless transactions, effectively contributing to the reduction of carbon footprints.

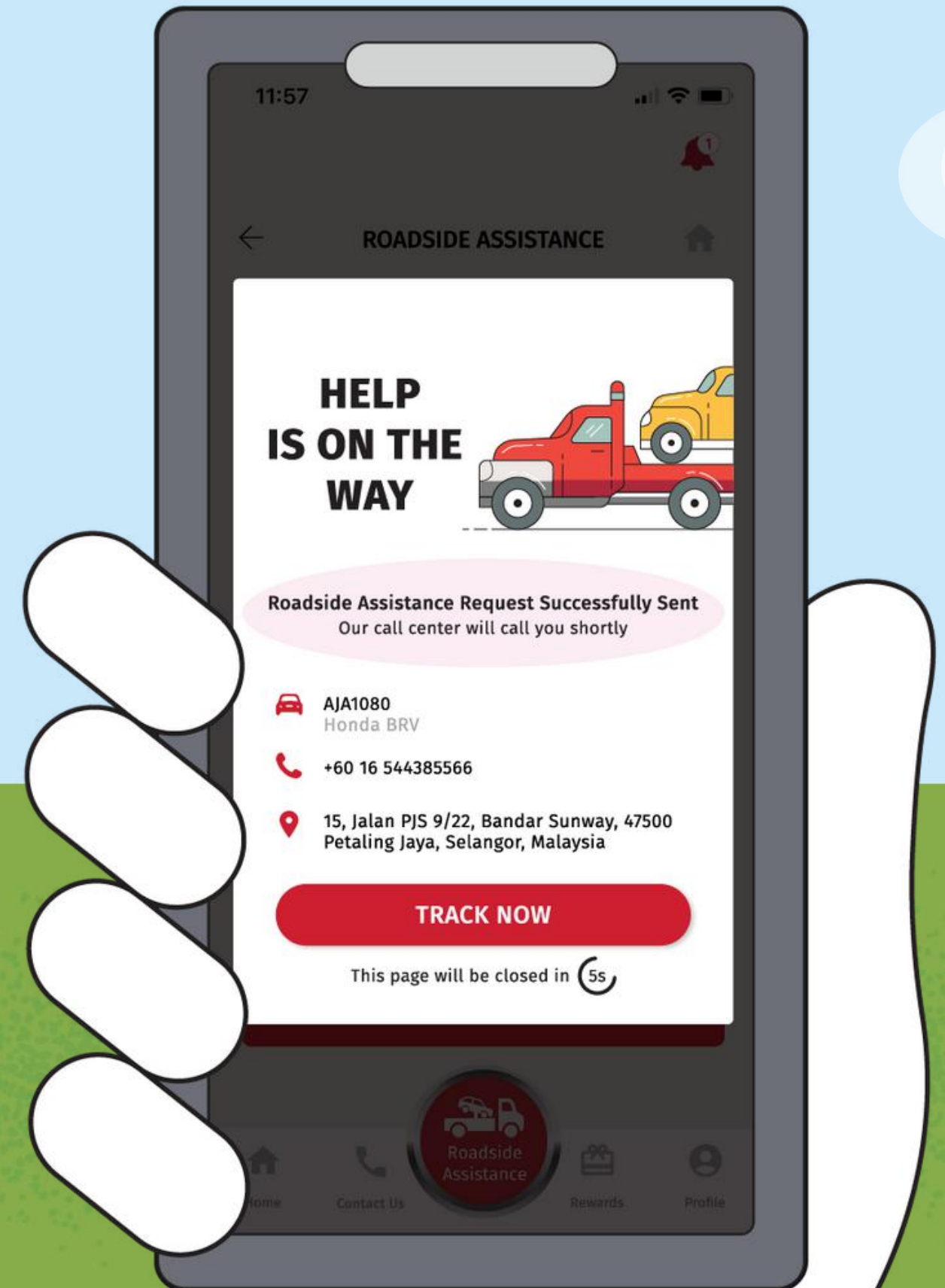
Join our sustainable cause and download the MySOMPO app now!



Available on the iPhone
App Store



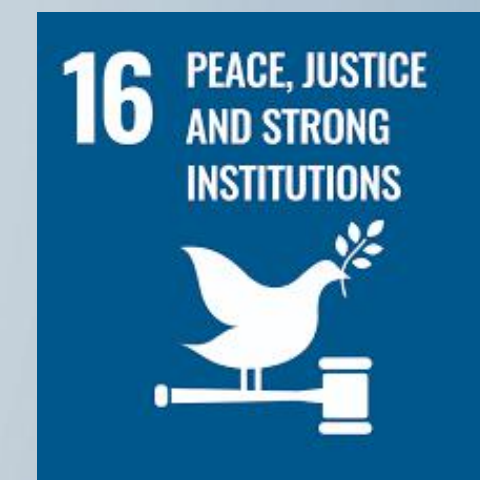
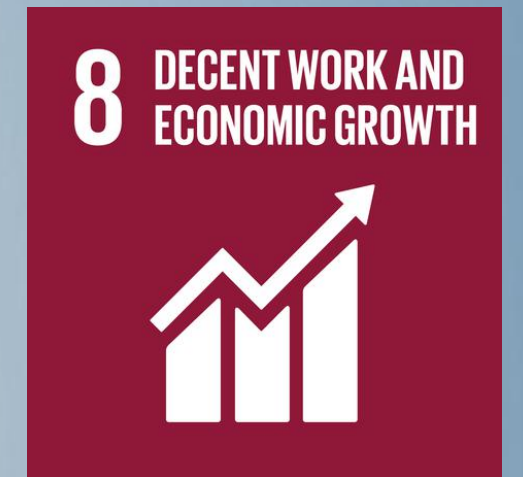
ANDROID APP ON
Google Play



We Aspire To Make Great Impact

Berjaya Sompo is dedicated to spearheading initiatives and programmes aligned with the United Nation (UN) Sustainable Development Goals (SDG).

BSIB has chosen to champion



These efforts aim to address environmental concerns, promote social well-being and uphold strong governance practices.

ESG IS BECOMING MORE MAINSTREAM

Now more than ever, companies are expected to operate as responsible stewards, considering the impact of their actions on the planet and society, with the escalating challenges posed by ESG concerns.

Driven by the Company's vision "**We Are Here With You**" and mission "**Insurance Made Easy For You**", we have launched **The GOOD Policy** which aims to inspire change and promote a brighter future for our country.



BERJAYA SOMPO INSURANCE

THE GOOD POLICY

The GOOD Policy serves as our ESG branding proposition, symbolising our steadfast promise and dedication to making a positive impact on society and the environment. **The GOOD Policy** is reinforced by our track record, ongoing initiatives, and future plans.

By actively participating in these initiatives, we aim to enhance the overall well-being of Malaysia, fostering a cleaner environment, safer roads, improved access to education, and the promotion of a more inclusive society for all.

Bringing The **GOOD** Policy To Live Through ESG Initiatives

In the past, BSIB has orchestrated a range of ESG-related initiatives that have not only made a positive impact on society and the environment but have also benefited our policyholders.

You may have participated in any of these initiatives in the past

There are more initiatives...



Blood Donation Drive



Tree Planting Initiative



Yayasan Generasi Gemilang



Windscreen Repair Roadshow



Car Seats Giveaway



Refiller Mobile

**As an employee,
your role is crucial
in making
The Good Policy a
compelling story
to share.**



If someone asks you

+ What is The Good Policy

The Good Policy is our brand campaign's headline and it serves as an overarching proposition, representing our distinctive approach to conveying our ESG initiatives, and embodies the GOOD values it delivers to our stakeholders, society, and the environment.

It is our ESG Brand Campaign

If someone asks you

+ How The Good Policy affects our Policyholders?

The Good Policy empowers our policyholders to join us in our greater mission of creating a more sustainable world.

For example, if you're an eco-conscious driver looking to reduce your carbon footprint, consider choosing **SOMPO MotorSafe**. Not only will this option help decrease CO₂ emissions, but it also offers the opportunity to save up to 50% on your annual premium.

If someone asks you

+ **What is the reason of having The Good Policy, why don't just call it ESG campaign?**

The Good Policy seeks to extend the reach of our initiatives beyond the corporate realm, emphasising that it's not a responsibility exclusive to organisations, but a shared commitment among every individual who shares our common goal. What we are undertaking benefits us all.

If someone asks you

+ How can I be part of The Good Policy?

The Good Policy invites our policyholders and the public to participate in a range of sustainable initiatives. Please do check out our latest initiatives, campaigns or promotions related to ESG that you want to take part.



Remember This

Act with **KINDNESS** towards people and our customers while also **PROTECTING** the environment, for these actions are the essence of a Good Policy.

More questions?

Please reach out to Benny Umbol or Samantha Onn





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