

Press Release

For immediate dissemination

Zurich Indonesia reappointed Danny Masrin as the Brand Ambassador, Strengthen its Commitment toward Golf in Indonesia

Jakarta, 28 February 2017 – Today, Zurich Indonesia announce that Danny Masrin, one of the Indonesia's national top golfers, has signed again as the company's brand ambassador. The re-appointment of the 24-year old golf rising star reflects Zurich Indonesia's commitment in supporting the growth of Indonesian golf and its talents.

"Zurich Indonesia sees Danny as a great partner in growing golf in Indonesia. Not only does he excel on the golf course, he has the true passion for the game. He is an inspiration for Indonesia's younger generation to enter the sport. With Zurich's support, Danny has the chance to further grow Indonesian golf scene both through the development of young talents and promoting Indonesia as a worthy golf destination in the world," said **Peter Huber, President Director of Zurich Topas Life**.

Golf's popularity in Indonesia has been considered in the side lines compared to other more popular sports such as football and basketball, particularly among the younger generation. Whereas golf provides a wide range of health benefits. Findings show that golf is likely to improve cardiovascular, respiratory and metabolic health. Health Research Centre at the University of Edinburgh finds that the moderate physical activity that golf provides increases life expectancy, has mental health benefits, and can help prevent and treat more than 40 major chronic diseases such as heart attacks and stroke. Given that the sport can be played by the very young to the very old, this demonstrates a wide variety of health benefits for people of all ages.

In addition, golf from a national perspective has the potential to support the tourism economy. Indonesia is the home of some of the most beautiful and challenging courses, having around 150 internationally standardized golf courses in several cities. It could be an effective channel to bring in more tourists to Indonesia, particularly from countries in Asia, whose people are known as golf lovers. In 2015, IAGTO, a global trade organisation of the golf tourism industry, estimated that the value of golf tourism could be worth approximately US\$120 million, with golf represented around 1.3% of tourism revenue in Indonesia, with a potential to double golf tourism revenue within the next five years.

For so many years, Zurich Group has been a leading promoter of the sport and its talents around the globe through various sponsorships, golf ambassador program and other initiatives. It's the title sponsor of the Zurich Classic of the New Orleans fixture on the PGA TOUR, since 2005, among others. In Indonesia, Zurich was the presenting sponsor of the 2016 BNI Indonesian Masters Golf Tournament that was successfully held on October last year.



Golf is the sport that is widely loved by Zurich's customers, who come from the affluent and above class. This explains why Zurich's is so engaged to support this game worldwide. Golf is also one of the few sports that do not require a standardized playing area. Each course is different and players need to adapt their game accordingly. Like insurers, they need to be disciplined and focused while maintaining the flexibility to respond to the unexpected challenges. Hence Zurich Indonesia with its support for Danny Masrin, would like to extend that commitment locally by involved in familiarizing golf in Indonesia and grow local golf talent.

Danny Masrin appreciates Zurich Indonesia for its commitment in growing Indonesian golf. "This is an honour for me to be re-appointed as the ambassador of Zurich Indonesia, a part of Zurich Group that has been globally well known for its continuous supports to golf around the world. Golf in the country has just recently woken up to its potential, and I believe together we can better contribute to the growth of Indonesian golf and help familiarizing the sport to more and more people," Danny said.

Danny's rise is a remarkable achievement for someone who only started playing professionally less than two years ago. In 2016, his first year as a full time professional, he won three national titles on the Indonesian Golf Tour (IGT), successfully made cut twice for Asian Tour events in Indonesia, and made the cut several times for Asian Development Tour.

For more information on Zurich's global golf sponsorship see <https://www.zurich.com/en/about-us/sponsorship/golf>

About Zurich Group

Zurich Insurance Group (Zurich) is a leading multi-line insurer that serves its customers in global and local markets. With about 54,000 employees, it provides a wide range of property and casualty, and life insurance products and services in more than 210 countries and territories. Zurich's customers include individuals, small businesses, and mid-sized and large companies, as well as multinational corporations. The Group is headquartered in Zurich, Switzerland, where it was founded in 1872. The holding company, Zurich Insurance Group Ltd (ZURN), is listed on the SIX Swiss Exchange and has a level I American Depositary Receipt (ZURVY) program, which is traded over-the-counter on OTCQX. Further information about Zurich is available at www.zurich.com.

About Zurich Insurance Indonesia (ZII)

PT Zurich Insurance Indonesia is a member of the global Zurich Insurance Group. Established in 1991 as a joint venture general insurer, the company is dedicated in serving individuals, small to medium-sized companies, as well as corporate customer by providing general insurance solutions. PT Zurich Insurance Indonesia is a general insurance company registered and supervised by the Financial Services Authority Indonesia. Further information about Zurich in Indonesia is available at www.zurich.co.id



About Zurich Topas Life

Zurich Topas Life (ZTL) is part of the Zurich Group that has expanded its business in the life insurance industry in Indonesia since November 2010. ZTL's multi-distribution strategy provides customers a variety of options to enjoy insurance products while making our presence more meaningful in serving customers from many segments. Supported by the Zurich Group with a solid financial strength and global experts in the insurance world, ZTL is committed to becoming the best life insurance company in Indonesia for customers, employees, shareholders and business partners. PT Zurich Topas Life is a life insurance company registered and supervised by the Financial Services Authority.

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