



**AmAssurance**

**Circular No: L(AS) 159/2014**

Date : 10 July 2014  
To : All Agency Members of AmLife Insurance & Independent Financial Advisers (IFA)  
Through : Regional Manager / Branch Manager  
Cc : Agency Sales

Dear Agency Members,

We are pleased to announce that all forms (New Business, Policy Administration & Claims) will carry the new AmMetLife brand beginning 8<sup>th</sup> August 2014 and will be made available via our branches nationwide.

We will allow the use of existing forms bearing the AmLife brand until 22<sup>nd</sup> August 2014, after which, any forms submitted using the old brand name will be rejected. You are required to dispose off any forms, brochures, as well as other marketing collaterals bearing the AmLife brand after this date.

Should you have concerns, please reach out to our branch offices or our Customer Contact Centre (1-300-88 8800) for assistance.

Please be guided accordingly and happy selling!

Yours Faithfully,  
**AmLife Insurance Berhad**

Ahmad Zubir Bin Aziz  
Head of Customer Management