

## MEDIA RELEASE

### MCIS Life Partners Rodeo

#### Installs Safety Shield In 100 Ride Share Vehicles

**PETALING JAYA, 20 December 2020** – As the nation continues to observe established Standard Operating Procedures (SOPs) and social distancing measures in an effort to flatten the curve of Covid-19, life insurer MCIS Life has partnered with outdoor advertising company Rodeo, to do their part in a unique way.

Through this collaboration, the inaugural batch of 100 ride share vehicles in the Klang Valley were today fitted with a special safety shield placed between the drivers and rear seat passengers, thus enabling a total contactless experience for both parties.

“Covid-19 has challenged every business, old and new alike. The most positive outcome of the global pandemic situation is the resilience and innovation led leadership that we get to see around us which inspires us to keep moving forward.

“At MCIS Life, we wanted to do our part in an unconventional way to help the local community deal with the effects of Covid-19 and that’s when we began working with Rodeo to execute a special campaign,” explained Prasheem Seebran, Chief Executive Officer of MCIS Life.

Presently in its first phase of implementation, the Rodeo safety shields took around 2 months to be specially manufactured to fit the variety of vehicles driven by 100 female e-hailing and ride share drivers.

Fully functional and aesthetic at the same time, the safety shields are sleek in design thus allowing quick installation (and uninstallation) without damaging the vehicles’ interiors. Fully developed based on the premise of plug-and-play, the screen is mounted against the head rest and seat with additional support to prevent vibration and noise.

“These drivers form an integral part of our front liners, particularly in the Klang Valley region where cost effective and efficient transportation is key to the smooth functioning of many homes, businesses and institutions on a daily basis.

“After several rounds of discussions and fully understanding MCIS Life’s brand promise of ‘People Helping People’, we knew that a typical advertising campaign would not be sufficient and relevant at this stage, thus our differentiated approach through this community-centric initiative,” said Valens Subramaniam, Chief Executive Officer of Rodeo.

While most transactions these days are digital in nature, the customised Rodeo Shield installed by MCIS Life as part of this campaign also features a slim opening which allows for cash collection from passengers by drivers, if required.

## About MCIS Life

MCIS Insurance Berhad (MCIS Life) is a pioneer life insurer in Malaysia since 1954, regulated by Bank Negara Malaysia, and a proud member of the Sanlam Group, one of the world's biggest internationally active insurance groups, since 2014.

## About Sanlam Group

Sanlam is a pan-African financial services group listed on the Johannesburg, Namibian and A2X stock exchanges. Through its five business clusters – Sanlam Personal Finance, Sanlam Emerging Markets, Sanlam Investment Group, Sanlam Corporate and Santam - the Group provides comprehensive and bespoke financial solutions to institutional clients and consumers across all market segments. Sanlam's areas of expertise include life and general insurance, financial planning, retirement, investments and wealth.

Established in 1918 as a life insurance company, Sanlam has evolved into the largest non-banking financial services group in Africa through its diversification strategy.

Headquartered in South Africa, Sanlam has a direct stake in financial services entities in Namibia, Botswana, Swaziland, Zimbabwe, Mozambique, Mauritius, Malawi, Zambia, Tanzania, Rwanda, Uganda, Kenya, and Nigeria. The Group owns Saham Finances, thereby having a footprint of insurance operations in Morocco, Angola, Algeria, Tunisia, Ghana, Niger, Mali, Senegal, Guinea, Burkina Faso, Cote D'Ivoire, Togo, Benin, Cameroon, Gabon, Republic of the Congo, Madagascar, Burundi, and Lesotho.

Sanlam also has insurance business interests in India, Malaysia and the United Kingdom and has business interests in the USA, Australia, the Philippines, Lebanon and Saudi Arabia.

For further information on Sanlam, please visit us at [www.sanlam.com](http://www.sanlam.com)

## About Rodeo

Rodeo is a fast moving on-demand Adtech company specialised in Transit Media and digitalisation. We provide advertising platforms using various vehicles such as Cars, Trucks, Motorcycles and even Bicycles.

We connect advertisers to target clients with relevant, interactive, engaging and contextual advertisements. Best of all, we provide data and analytics for every campaign which allows advertisers to monitor their campaign's performance, hence transforming traditional media to digital.

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