



mcis LIFE

member of  **Sanlam** group

MCIS Life

**Legacy Forest @ Sireh Park,
Iskandar Puteri, Johor**



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MEDIA RELEASE

1,200 Endemic Rainforest Trees To Help Tackle Climate Emergency

MCIS Life partners Sireh Park, launches forest rehabilitation initiative

ISKANDAR PUTRI, JOHOR 18 January 2020 – Fulfilling its pledge to contribute to the rehabilitation and restoration of the forest eco-system in Malaysia, MCIS Insurance Berhad (MCIS Life), today planted 1,200 endemic tropical rainforest trees at Sireh Park, located at Iskandar Putri, Johor Bahru.

This is the first of its kind smart partnership in South East Asia between a life insurer and a sustainable, world-class natural heritage park that conserves, documents and promotes the naturally existing plant biodiversity in the area. Sireh Park was developed and seed-funded by UEM Sunrise and is managed under the Nusajaya Natural Heritage Trust.

It is estimated that the 1,200 tropical rainforest trees would contribute to sequestering approximately 27,120kg of CO₂ annually. MCIS Life prioritised planting endemic species of tropical rainforest trees to help protect the watershed and freshwater resources ensuring continuity with the local natural landscape of the Malaysian eco-system.

MCIS Life Chief Executive Officer (CEO) and Managing Director, Mr. Prasheem Seebran, believes that the time to act against climate emergency is now and that it should start close to home.

“Endemic trees that are native to our own backyard here in Malaysia, help recover and expand forest habitats for threatened native species of plants and animals while cooling the planet in the process.”





MEDIA RELEASE

According to Prasheem, the writing is on the wall on the effects of climate change, as evidenced by the devastating bushfires blazing through the Australian continent at present.

“We truly understand that climate change is no longer just a government level objective. Recent events have shown us that we are indeed facing a climate emergency situation requiring immense, immediate repair work. We can no longer wait for low-carbon policies to be implemented, each of us must act now, within our capacity.”

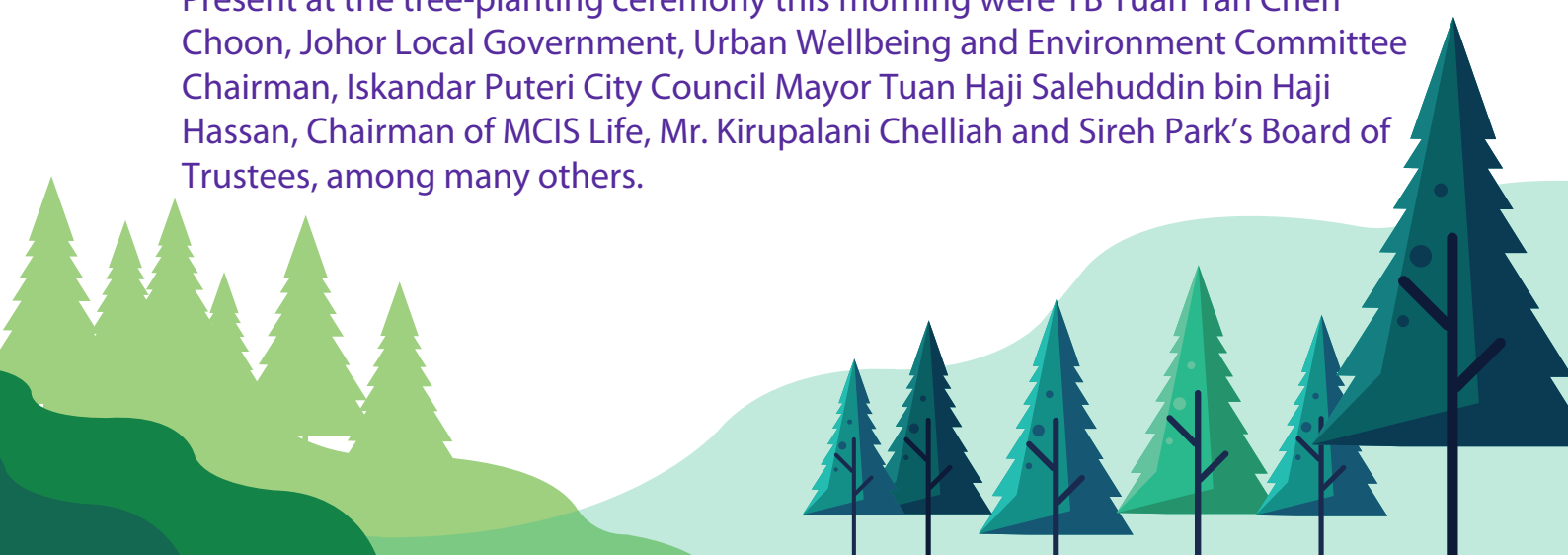
He added: “Our moral obligation is to do whatever we can to ensure that we handover an environment that is in relatively good shape to the next generation.”

MCIS Life chose six, specific endemic species of the Malaysian Tropical Rainforest trees to be planted through this unique Corporate Social Responsibility and Environmental Care project.

Fresh seeds from the first 1,200 trees planted today will be systematically harvested, nurtured and added on to the seed bank collection to further propagate the rehabilitation and restoration of the rainforest.

This is an effort to support the pledge made by MCIS Life to contribute 500,000 trees (variety consisting of endemic and other species) by 2025 in conjunction with the launch of the company’s corporate rebranding exercise in October 2019.

Present at the tree-planting ceremony this morning were YB Tuan Tan Chen Choon, Johor Local Government, Urban Wellbeing and Environment Committee Chairman, Iskandar Puteri City Council Mayor Tuan Haji Salehuddin bin Haji Hassan, Chairman of MCIS Life, Mr. Kirupalani Chelliah and Sireh Park’s Board of Trustees, among many others.



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About MCIS Life

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.

100 Years Of Leadership

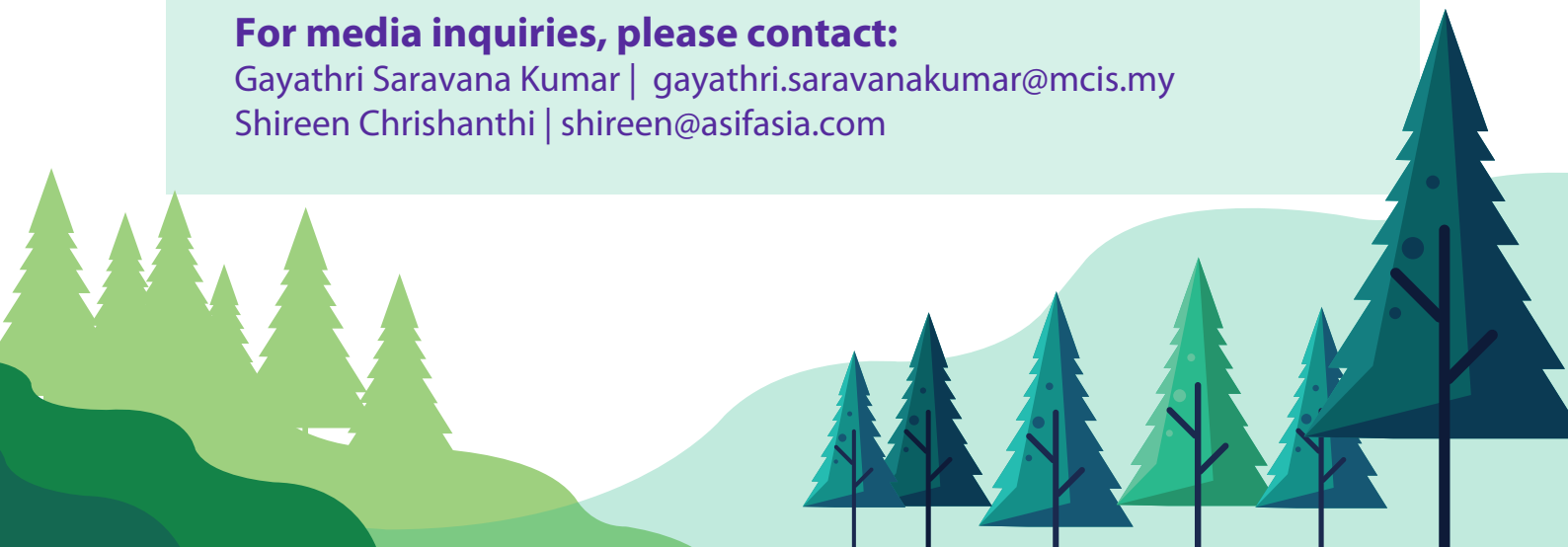
Founded in 1918 as a life insurance company, Sanlam has become the largest non-banking financial services group in Africa, through its global diversification strategy. With its head office in South Africa, it operates throughout the African continent as well as in Malaysia, the United States, United Kingdom, India and Australia.

Sanlam Operating Clusters

Sanlam is listed on the Johannesburg Stock Exchange and provides a full range of customised financial solutions in all segments of the market through its five business segments: Sanlam Personal Finance, Sanlam Emerging Markets, Sanlam Investments, Sanlam Corporate and Santam. The Sanlam Group sets out a vision focused on creating added value to customers, placing it at the heart of any development strategy. Over the years, it has established itself as a leading player in financial services in the emerging markets in Africa and Asia. In addition, it aims to consolidate its position in the investment solutions segment in certain developed markets.

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