



MEDIA RELEASE

DIRECTASIA INSURANCE TEAMS UP WITH SHELL TO OFFER MOTORISTS EXCLUSIVE PERKS AND SERVICES

Shell and DirectAsia Insurance customer benefits to include Shell Escape reward points and free 24-hour breakdown assistance

1 August 2017, Singapore – Motorists have yet another reason to rejoice as DirectAsia Insurance, the award-winning and pioneering online insurer, announces a new partnership with Shell Singapore.

This partnership will reward both new and existing DirectAsia customers, who are members of the Shell Escape loyalty programme, with a host of exclusive perks and services. These benefits include free 24-hour breakdown assistance, a dedicated claims hotline for Shell Escape Cardmembers, and up to 3,000 Shell Escape points that can be redeemed for \$100 worth of Shell fuel, airline miles, or shopping vouchers with participating brands and malls.

Open to both car and motorcycle owners, the partnership will benefit Shell Escape Cardmembers who sign up for car or motorcycle insurance with DirectAsia, as well as DirectAsia customers who renew their insurance policy.

Bob Thaker, CEO of DirectAsia Insurance **Singapore, said**, “At DirectAsia, we place high importance on making our customers happier by offering great value insurance alongside world-class service, unique rewards and paying attention to the little things that matter. Our work with Shell is another example of us doing just that: delivering relevant savings to motorists – in this case in the form of up to \$100 in Shell fuel for Shell Escape members and adding value through our personalised service and customisable policies that provide five-star quality insurance for a great price. This is the first partnership of its kind in Singapore and once again we are proud to be leading the way together with Shell.”

“Our partnership with DirectAsia came from our joint recognition of the extent to which Singaporeans care for their vehicles. Beyond its functional purpose, our vehicles often carry emotional attachment and memories. With refreshed methods through which to earn and



redeem Shell Escape points, we now provide a broader offering, an assurance of a cohesive and holistic car care solution and complete peace of mind to enhance **journeys on the road,**" said Aarti Nagarajan, General Manager, Shell Retail Singapore.

On top of earning up to 3,000 Shell Escape points (\$100 worth of Shell fuel) through **DirectAsia's** motor insurance, Shell Escape Cardmembers can also earn 100 points each time they service their car at any Shell Autoserv. This is in addition to earning 1 point for every dollar spent at Shell Car Wash.

Sign up or renew your policy and enjoy these great deals by visiting www.directasia.com/shell or calling DirectAsia's customer service hotline at 6603 3636.

Please refer to the Annex below for more information on the promotion, or visit www.directasia.com/shell.

To find out more about Shell Escape, please visit: www.shell.com.sg/escape.

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About DirectAsia Insurance

DirectAsia Insurance was launched in Singapore in 2010 and Thailand in 2013. DirectAsia's primary business is car insurance, also offering motorcycle and travel insurance. DirectAsia has a unique and strong business model serving clients directly, operates in markets where there is growing acceptance of digital as an e-commerce channel and uses market leading rating mechanisms. It has served more than 100,000 customers across car, motorcycle and travel insurance, and employs 192 people across the two locations in which it operates. In 2014, DirectAsia Insurance became a part of global insurer Hiscox. As one of the world's



leading international specialist insurance groups listed on the London Stock Exchange (LSE:HSX), Hiscox brings decades of insurance knowledge and experience to Southeast Asia.

About Shell Retail

Shell aims to be the best fuels retailer in the world. Today, Shell has approximately 45,000 retail stations in more than 80 countries. Over 100 years of experience developing fuel technology and services make it one of the leading providers of innovative fuels.



ANNEX - DIRECTASIA INSURANCE PARTNERSHIP WITH SHELL ESCAPE

Car Owners

Type of Customer	Cover Type	
	Benefits when taking up minimum 12-month Comprehensive car insurance from DirectAsia	Benefits when taking up minimum 12-month Third Party Only or Third Party Fire & Theft car insurance from DirectAsia
New DirectAsia customers who buy a new car insurance policy	3,000 Shell Escape points (\$100 worth of Shell fuel) + Free 24 Hour Breakdown Assistance	1,500 Shell Escape points (\$50 worth of Shell fuel)
Existing DirectAsia customers who renew their car insurance policy	900 Shell Escape points (\$30 worth of Shell fuel) + Free 24 Hour Breakdown Assistance	600 Shell Escape points (\$20 worth of Shell fuel)

Motorcycle Owners

Type of Customer	Benefits when taking up minimum 12-month motorcycle insurance with DirectAsia (any cover type)
New DirectAsia customers who buy a new motorcycle insurance policy	900 Shell Escape points (\$30 worth of Shell fuel)
Existing DirectAsia customers who renew their motorcycle insurance policy	300 Shell Escape points (\$10 worth of Shell fuel)