Partnering with Tiki to make it easier for people in Vietnam to get protection

With a strong economic outlook and an increase in disposable income, Vietnam is poised for significant growth over the coming years. And it’s in Vietnam that we’ve quickly become one of the fastest growing insurers with a pioneering digital strategy.

As part of this strategy, we’ve forged a market leading partnership with Tiki. Tiki is the fastest-growing e-commerce site in Vietnam with a leadership team that’s fully committed to innovation - for example, a two hour delivery promise - and a wide range of products from reliable sources.

In March 2018, we partnered with Tiki to help their customers buy insurance as easily as they would buy a new book.

Because we want our insurance to be accessible and engaging for younger customers, appealing to a generation who are pursuing an on-the-go, modern lifestyle.

We quickly found that Tiki shares our passion to protect more people in Vietnam and to help them live life to the fullest.