

As of 31 December 2024

# FWD Insurance Fact Sheet

PT FWD Insurance Indonesia (“FWD Insurance”) is part of FWD Group, a pan-Asian life and health insurance business that serves more than 12 million customers across 10 markets. FWD’s customer-led and digitally enabled approach aims to deliver innovative propositions, easy-to-understand products and a simpler insurance experience. Established in 2013, FWD Group operates in some of the fastest-growing insurance markets in the world with a vision of **changing the way people feel about insurance**.

FWD Insurance offers a comprehensive range of products, including term life, medical, critical illness, personal accident, unit-linked, and endowment, delivered through technology-driven distribution channels such as agency, bancassurance, and digital commerce.

## Highlights



**Number 4 for customer experience** among insurers<sup>2</sup>



**FWD Group ranked 6<sup>th</sup>** in the Global 2024 Million Dollar Round Table for multinational companies<sup>1</sup>



**Number 6 digital commerce business** by new business sales<sup>3</sup>



**7 bancassurance** partnerships



**Number 6 agency business** by new business sales<sup>3</sup>



**>40 sales offices** nationwide

## Our values

Proactive

Innovative

Committed

Caring

Open

## Multi-channel distribution and services

Agency



Bancassurance



Digital commerce



## Investment grade rating

Fitch

National Long Term Insurer Financial Strength rating of A+(idn) with stable outlook<sup>4</sup>

## Contact details



Chatbot at [www.fwd.co.id](http://www.fwd.co.id)



Email [customercare.id@fwd.co.id](mailto:customercare.id@fwd.co.id)



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## Highlighted programmes

### FWD Care

#### FWD Care Recover Plan

Post-claims support for physical and emotional recovery for the policy holder and their closest family members at no cost by professional personnel.



#### FWD Mind Strength Support Programme

A first-in-the-market digital mental health solution for the public that is designed to enable Indonesians to proactively, privately and positively strengthen their minds.

## Highlighted mobile applications



#### Omne by FWD

An application that allows customers to manage individual insurance policies, lead a better lifestyle, and maximise their daily activities with #DoLifeat100%. Omne by FWD was launched on 20 May 2024.



#### FWD MAX

FWD Insurance application to serve as a loyalty and insurance platform, which can be used by customers, sales forces and the public. Currently, FWD MAX is still active to be used as a complimentary for Omne by FWD.

## Community Care



### JA SparktheDream JA SPARK! DREAM

Our signature programme, in partnership with Prestasi Junior Indonesia, helps children gain financial literacy and build better money habits. We nurture these skills and inspire them to be their own agents of change.



### FWD Bebas Berbagi

Through collaboration with local communities, this creates thought sharing forums, improving literacy, and social causes that are impactful.



### InnovateHer Academy

An empowerment programme dedicated for female start-up founders in Indonesia, part of the FWD Community Care Grants from FWD Group, with a focus on financial inclusion, career readiness, social entrepreneurship, and health as well as wellbeing. The programme also provides the opportunity to access the potential funding from seasoned investor partners.



## Awards and recognition

- Signatory of **Women Empowerment Principles (WEPs)** as part of UN Women initiatives.
- **Insurance Asia Awards 2024** (AI Initiative of The Year & Customer Service Initiative of The Year—Indonesia)
- **SWA Indonesia HR Excellence Awards 2024** category of Learning & Development and Knowledge Management and Wellbeing Management with “Very Good” remarks
- **SWA Indonesia Customer Service Champion Awards 2024** with “Very Good” remarks
- **SWA Customer Experience Champion Awards 2024** with “Good” remarks
- **MIX Indonesia Brand Communication Excellence 2024** category of Integrated Brand Campaign for “#PressPlay” campaign with “Excellence” remarks
- **Bisnis Indonesia Social Responsibility Awards 2024** category of Special Mention for “JA SparktheDream”
- **Indonesia Best Workplace for Women Award 2024** by Herstory (part of Warta Ekonomi).
- **Investortrust Best Unit Link Awards 2024** (for FWD Dana Berimbang Global Syariah)
- **Warta Ekonomi Indonesia Digital Innovation Awards 2024** category of Life Insurance

#### Remarks

1 More information: <https://members.mdrt.org/about-MDRT/for-companies/top-10-multinational-companies/>

2 According to KPMG's Global Customer Experience Excellence Report 2024

3 Based on local regulators, insurance association and industry market share as of FY2024

4 [fitchratings.com/entity/pt-fwd-insurance-indonesia-97269768](https://fitchratings.com/entity/pt-fwd-insurance-indonesia-97269768)