

ONE BY METLIFE APP RECEIVES TWO HONORS AT INSURANCE ASIA AWARDS 2024



Singapore, July 10, 2024— MetLife Nepal’s groundbreaking One by MetLife app won two prestigious accolades at the 9th Insurance Asia Awards 2024 held yesterday in Singapore. The app was recognized in two highly competitive categories: Digital Insurance Initiative of the Year- Nepal and Marketing Initiative of the Year- Nepal. These awards exemplify MetLife’s commitment to innovation, customer-centric services, and strategic marketing excellence in Nepal.

MetLife Nepal’s General Manager, Mr. Nirmal Kajee Shrestha along with Head of Marketing and Communications, Mr. Ankeet Rajbhandari and other members from MetLife’s regional team were present at the event to receive the awards. The Insurance Asia Awards recognize insurance companies that make a significant impact on their customers through innovative products, services, and solutions. This year’s panel of judges included industry experts from different companies across the Asia Pacific region.

MetLife Nepal’s General Manager, Mr. Nirmal Kajee Shrestha said, *“One by MetLife has won the trust and engagement of users by helping them live healthier and giving them access to healthcare support and resources when they need it. The app also makes it easy and convenient for users to manage their insurance coverage online. This recognition fuels our drive to continue setting new benchmarks in the insurance industry to provide better solutions to protect the future of our customers.”*

One by MetLife, launched in September 2023, clinched the Digital Insurance Initiative of the Year - Nepal award for seamlessly integrating insurance and high-quality health services into a single, user-friendly platform. The app introduced comprehensive 360Health services for the first time in Nepal, giving users easy access to healthcare professionals and services. The app's standout

feature is its AI-driven health assessment tool, providing personalized health insights that set it apart as a top-notch service in the market.

MetLife Nepal's integrated marketing campaign for the app's launch earned the Marketing Initiative of the Year - Nepal award. The campaign strategically blended traditional and digital approaches to achieve widespread adoption and recognition of the app in the Nepali market. The app's popularity soared, earning it the distinction of being the 9th most popular financial services app in Nepal with 4+rating on both the Google Play Store and Ios App Store with over 150,000 downloads and 45,000 registrations.

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About MetLife

MetLife, Inc. (NYSE: MET), through its subsidiaries and affiliates (“MetLife”), is one of the world’s leading financial services companies, providing insurance, annuities, employee benefits and asset management to help individual and institutional customers build a more confident future. Founded in 1868, MetLife has operations in more than 40 markets globally and holds leading positions in the United States, Asia, Latin America, Europe and the Middle East. For more information, visit www.metlife.com.

About MetLife Nepal

MetLife has been operating in Nepal since 2001 as a branch of American Life Insurance Company, incorporated in the USA, subsidiary of MetLife, Inc. In Nepal, MetLife provides consumers and businesses with life insurance, accident & health insurance, and employee benefits (group insurance). For more information, visit www.metlife.com.np or call +977-1-5970166.