

Prudential BSN Takaful wins three awards for product innovation and marketing campaigns

Kuala Lumpur, 7 January 2019 – Prudential BSN Takaful Berhad (PruBSN) has received three top honours for its excellence in product innovation and marketing communications.

PruBSN received **Gold Award for Best Small Budget Campaign** at the 2018 Dragons of Malaysia award based on its #TipsPruBSN Medical Awareness Campaign via Facebook Live which addresses issues surrounding health and wellness that are relevant to Malaysians. At the 2018 Effie Awards Malaysia, PruBSN was conferred **Bronze Award for Products & Services in Financial Services** category which recognises the excellent marketing efforts of its flagship starter-pack product, *PruBSN Anugerah*. The company further bagged home the **Excellence in Takaful Insurance Services** award at the 2018 Malaysia Excellence Business Awards for its overall contribution to the takaful industry.

PruBSN Chief Marketing Officer, Wan Saifulrizal Wan Ismail commented, “These accolades underscore our robust efforts towards promoting health awareness and closing the protection gap across various market segments. We are thankful for the amazing support of our customers, staff, agents and partners who have put their trust in what we do.”

A leading takaful operator, PruBSN provides innovative protection, savings, and health solutions to over 800,000 customers across the country. Over the years, PruBSN has continued to diversify its portfolio and collaborating with prominent partners in health tech such as Doctor2U and Prenetics to offer health platforms that helps create better overall health outcomes for the Malaysian population.

“With new technology changing the expectations of consumers today, takaful operators and insurers must evolve from meeting their protection needs only at point of claim to partnering with our customers throughout their life journey. This means enriching their health, supporting their treatment and recovery so they can have healthier and longer lives. We are well-positioned to fulfill this need to continue to benefit our customers and stakeholders.” Wan Saiful concluded.

Learn more about PruBSN shariah-compliant offerings at www.prubsn.com.my.

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About Prudential BSN Takaful Berhad

Established in 2006 through the licence awarded by the Central Bank of Malaysia, Prudential BSN Takaful Berhad (PruBSN) is a joint venture between the UK-based Prudential plc and Bank Simpanan Nasional, two financially strong companies in their respective fields of expertise. Today, PruBSN is the country's leading takaful operator providing financial security to the Malaysian population and their families.

PruBSN has over 16,000 takaful consultants serving nearly 850,000 customers with many impressive firsts in the local takaful industry and award wins under its belt. For seven successive years since 2011, PruBSN has been the Number 1 Family Takaful Operator. Its rapid growth is a direct result of its customer-centric approach, multi-distribution channel strategy, innovative solutions and technological leadership.

Driving on 'Takaful For All. For Life' proposition, PruBSN strives to build a strong and lasting impact to help develop Malaysia through protection of wealth and investment in capital markets, while realising our vision of being the first choice takaful provider for the people and communities.

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