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**PRUDENTIAL BSN TAKAFUL LAUNCHES PRUBSN ANUGERAHMAX:
SECURING BETTER FUTURE FOR YOUR FAMILIES WITH COMPREHENSIVE
TAKAFUL SOLUTIONS**

Kuala Lumpur, 3 September, 2024 – Prudential BSN Takaful Berhad (“PruBSN”), Malaysia’s No.1 Takaful Family Operator (Agency Business) for eleven consecutive years, launched PruBSN AnugerahMax, a comprehensive takaful plan designed to provide all-in-one protection, tailored to meet the needs of your loved ones, from covering medical expenses to enhancing financial savings.

As parents, we all want the best for our children, ensuring they have protection and secure a better future. With the increasing rates of chronic diseases among the youth and the ever-rising costs of medical treatments, having a plan like PruBSN AnugerahMax is not just a luxury but a necessity. Starting from just RM50 a month, this plan is highly customizable with 18 optional riders. These riders offer complete medical and critical illness coverage, accidental protection, investment opportunities, and even charity donations. As a parent, the flexibility to tailor the plan to fit specific family’s needs is invaluable.

For instance, the Medic TotalCare rider covers extensive hospitalization, advanced cancer treatments, and mental health care needs. Adding the Crisis TotalCare rider extends coverage to 166 critical illnesses, from early to late stages, including mental health conditions. This comprehensive protection ensures that no matter what health challenges we face, we have the support we need.

PruBSN Chief Executive Officer, Wan Saifulrizal Wan Ismail said, “Chronic diseases can affect people of all ages. More than 700 children in Malaysia under the age of 15 are diagnosed with cancer each year. Meanwhile, 70% of Malaysian youths aged 15-24 have at least one cardiovascular risk factor. These statistics are daunting, coupled by personal healthcare expenditures in Malaysia which are expected to double by 2028. These highlight the importance of having a robust protection plan as a backup in facing unforeseen circumstances.”

“Thus, our goal is to ensure that every individual, regardless of age or income, has access to affordable healthcare services and the financial security needed to manage these rising expenses. This goal resonates deeply with me as a parent who worries about the future,” he added.

PruBSN AnugerahMax is designed to address these challenges. It provides extensive coverage, including medical care, critical illness, and accidental protection, all in accordance with Shariah principles. One of its standout features is the auto-extension, which ensures continuous protection by automatically extending coverage up to age 100, eliminating the need for a new underwriting process. This means parents can rest easy, knowing their children’s coverage can continue as they grow older.

A particularly appealing aspect for families is the EduAchieve Bonus. This unique feature rewards children who participate in the plan between ages 1 and 18 with cash bonuses for excellent academic achievements, from the Sijil Pelajaran Malaysia (SPM) examination up to Master's or PhD levels. This not only encourages academic excellence but also provides financial rewards that can be reinvested in their education or future needs.

Wan Saifulrizal said, "Building on the successes of PruBSN Anugerah and PruBSN AnugerahPlus, this new plan incorporates enhanced features to meet our customers' evolving needs. To date, we have covered over 400,000 individuals across the series, with a total sum covered of RM 15 billion and claims payout nearly RM1 billion."

PruBSN's commitment to adapting to the ever-changing socio-economic landscape and delivering top-tier takaful solutions ensures that families have access to the best possible protection. PruBSN AnugerahMax is a testament to this dedication, offering a comprehensive solution that supports health, financial security, and educational achievements, paving the way for a brighter future for our children.

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About PruBSN AnugerahMax

PruBSN AnugerahMax is comprehensive Shariah-compliant takaful plan combines life and medical protection, with benefits for critical illnesses, medical and hospitalisation, accidents, and many more.

From as low as RM50 a month, you and your loved ones can be on your way towards a more secure financial future with this flexible protection plan that includes coverage for death or total permanent disability, as well as optional benefits on critical illnesses such as cancer and comprehensive medical coverage with no lifetime limit and treatments for mental health.

PruBSN AnugerahMax can also function to meet your saving needs (via the Takaful Saver rider), with your contributions invested in Shariah-approved, investment-linked funds that you choose.

This all-inclusive and affordable solution makes it easy to ensure that your dependents, regardless of their blood ties, will have the income protection they need should anything happen to you. To find out more about more these new affordable protection plans and its benefits, please visit www.prudential.com.my and www.prubsn.com.my.

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 Prudential plc and Bank Simpanan Nasional, two financially strong companies in their respective fields of expertise.

Premised on the concept of taawun (co-operation and mutual assistance), PruBSN provides a range of shariah-compliant family takaful protection solutions. Today, PruBSN has over 16,000 takaful agents who serves the evolving health and protection needs of more than 2 million Malaysians and their families by listening, understanding and most importantly, delivering.

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