

For Immediate Publication

Prudential BSN Takaful launches PruBSN AnugerahPlus Comprehensive starter plan to help Malaysians cope financially during a health crisis

Kuala Lumpur, 28 January 2019 – The high costs of medical care today can have a significant financial impact on Malaysians and their families. Keeping this in mind, Prudential BSN Takaful (PruBSN) has introduced *PruBSN AnugerahPlus*, an affordable and customisable shariah-compliant protection plan that allows customers to build their protection plan based on their needs and budget. From as low as RM50 per month¹, customers can maximise their protection benefits with any of the 15 supplementary plans available.

Nor Azman Zainal, Chief Executive Officer of PruBSN said *PruBSN AnugerahPlus* is designed to provide customers and their families with comprehensive financial support and peace of mind when they are dealing with life-threatening situations.

“We understand that during emergencies such as when a customer is suffering from a critical illness, he or she needs to focus on recovery and not be burdened by financial worries. With *PruBSN AnugerahPlus*, customers can take advantage of the various supplementary benefits to build a complete protection plan for themselves.”

Comprehensive and customisable medical coverage

One of the key features of *PruBSN AnugerahPlus* is that it offers comprehensive and customisable medical coverage. *Medic Protector* is an affordable medical plan that has no lifetime limit and covers hospitalisation, surgery or selected outpatient treatments. It also features the *Medic Booster*, which increases the annual limit by RM1 million.

For extra protection, customers can enhance their plan with critical illness riders that pays out a lump sum amount upon the diagnosis of up to 43 critical illnesses, among the highest offered by any takaful operator in Malaysia.

Safeguarding against the financial impact of cancer

Wan Saifulrizal Wan Ismail, PruBSN’s Chief Marketing Officer, added that the majority of critical illness claims the company receives are related to cancer and come from customers of all ages.

“Of the top five critical illness claims made by PruBSN customers in the past two years, half of them are cancer related with claimants as young as three years old. Cancer can strike anyone, any time and the cost of treating it can be significant. On top of a loss of income for working adults if they have to stop work to focus on recovery, treatment costs go beyond hospital and medication expenses and can include other financial liabilities such as specialised home care, dietary supplements as well as follow-up alternative treatments.”

PruBSN AnugerahPlus can help plug this financial gap with *Cancer Protector*, which provides customers with a lump sum payment of 5% of the coverage amount if claims are submitted within the first year of diagnosis and 10% from the second year, allowing them to seek the best medical treatment as early as possible and helping increase their chances of recovery.

Fulfilling spiritual goals

As a takaful operator with an underlying business that is based on cooperative measures for the common good, PruBSN applies the same high level of commitment in supporting the long-term wellbeing of its communities.

Through the *Ihsan* feature, customers will have the opportunity to contribute directly towards disadvantaged communities. By donating a minimum of RM5 per month, they will be helping to alleviate the financial hardship of

¹ Terms and conditions apply.

extremely poor families who will be provided with basic life protection coverage of RM10,000 for a full year in the unfortunate event of the death of their breadwinner. This effort is part of *PruBSN Microtakaful Jariyah*, the first-of-its-kind initiative in Malaysia that aims to empower low income families to recover quickly from unexpected financial and emotional losses.

Customers who subscribe to *PruBSN AnugerahPlus* between 14 January and 28 February 2019 can stand a chance to grab a Watsons voucher worth RM880. Free consultation is available by calling 03-20537188 or by making an appointment online at app.prubsn.com.my/cws/talktous. They can also find out more about *PruBSN AnugerahPlus* and its supplementary plans here <https://www.prubsn.com.my/en/our-products/products/prubsn-anugerahplus/>

END

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.

Follow the channels below for latest PruBSN events and happenings:



prubsn.com.my



@PruBSN



@Prudential BSN Takaful Berhad



@PruBSN_Official



@PruBSN Official

For media enquiries, please contact:

Hafiz Felani

Brand & Communications

(603) 2053 1037

hafiz.felani@prubsn.com.my

Rina Ali

Brand & Communications

(603) 2053 1160

wan.madzrina@prubsn.com.my