



PRUDENTIAL BSN
TAKAFUL



MEDIA RELEASE

For immediate publication

Healthcare Services in the Comfort of Your Own Home

Prudential Assurance Malaysia Berhad and Prudential BSN Takaful provide health screening services and discounts for doctor home visits

KUALA LUMPUR, 16 January 2018 – Prudential Assurance Malaysia Berhad (PAMB) and Prudential BSN Takaful Berhad (PruBSN) today announced its partnership with Doctor2U, BP Healthcare Group's homegrown technology arm to provide health screening services to their would-be policyholders and certificate holders.

If a health screening be required as part of the underwriting process, customers who have subscribed to a minimum annual premium/ annual contribution¹ can opt to have a fully qualified doctor provided by Doctor2U to perform the necessary health screening tests on them at their preferred location, including their homes. This arrangement provides convenience to would-be policyholders and certificate holders as they no longer need to go through the hassle of the possible long waits at clinics or hospitals.

Chief Operations Officer of PAMB, Wong Eng Teng said, "This partnership is very exciting for both Prudential and Doctor2U as we are making health screening services available to our customers in the comfort of their home. This is not only convenient for them but they are also able to get their policy or certificate more quickly and the insurance coverage can commence almost immediately. This is also aligned with our commitment to provide a much more effective application process, further enhancing the customer experience".

Chief Operations Officer of PruBSN, Ahmir ud Deen added "We are continuously looking into how we can improve our customer experience. Doctor2U offers a mobile app with features such as Live Chat and Video Consultation which allows our customers to connect instantly to doctors and it fits well with our plans. We are offering a special promotion exclusively for PAMB and PruBSN customers, agents and their family members for the doctor house call service until end of this year. We will continue to leverage on technology to bring exceptional services for our customers."

In addition to the health screening services, customers can call for a fully registered doctor to their doorsteps at only RM80 for a day time request and RM 150 for a night request. This rate is applicable from 1 January to 31 December 2018.

Celebrating the partnership, Dato' Beh Chun Chuan, Chairman of BP Healthcare Group said, "This is a major milestone for Doctor2U and the BP Healthcare Group. We are proud to be collaborating with exemplary leaders in the industry. Our motto has always been to transform healthcare delivery to make it a more seamless experience for all sides, and PAMB together with PruBSN have allowed us to make this a reality."

Garvy Beh, Founder and Chief Executive Officer of Doctor2U said, "We have a network of over 1,000 doctors and media professionals in place nationwide which aims at providing convenient and quality healthcare experiences to our customers. We look forward to building a strong relationship with PAMB and PruBSN as we continue to empower Malaysians to be more health conscious and enhance their health management."

For more information on the above services, please visit www.doctor2u.my/prudential/

¹ Minimum Annual Premium of RM25,000 for PAMB customers and minimum Annual Contribution amount of RM20,000 for PruBSN customers.



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About Prudential Assurance Malaysia Berhad

Prudential Assurance Malaysia Berhad (PAMB) was established in Malaysia in 1924. For its 2017 financial half year ended 30 June 2017, it achieved RM741 million in new business sales. New business sales include both life insurance sales and takaful contributions. Takaful products distributed by PAMB's wealth planners and agents are underwritten by Prudential BSN Takaful Berhad.

As a leading and innovative insurer, PAMB serves the savings, protection and investment needs of Malaysians by offering a full range of financial solutions through its 45 branches and bancassurance distribution partners network nationwide. With more than 1,700 employees, PAMB is committed to helping people achieve their ambitions for a brighter and financially secure future.

PAMB is an indirect wholly owned subsidiary of UK-based Prudential plc. Prudential plc is incorporated in England and Wales, and its affiliated companies constitute one of the world's leading financial services groups serving around 24 million customers and has £635 billion of assets under management (as at 30 June 2017). Prudential plc is listed on the stock exchanges in London, Hong Kong, Singapore and New York.

Prudential plc is not affiliated in any manner with Prudential Financial, Inc, a company whose principal place of business is in the United States of America.

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 800,000 customers with many impressive firsts in the local takaful industry and award wins under our belt. For six successive years since 2011, PruBSN has been the Number 1 Family Takaful Operator and for its 2017 financial half year ended 30 June 2017, our company achieved New Business of RM228 million with a 31.7% market share as confirmed by the industry rating agency, Insurance Services Malaysia. Such rapid growth is a direct result of our customer-centric approach, multi- distribution channel strategy, innovative solutions and technological leadership.

Driving on our 'Takaful For All. For Life' proposition, we strive 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 our people and communities.

About Doctor2U

Doctor2U is a mobile health application that offers a wide range of on-demand healthcare services, including the Doctor Home Visit, Video Consultation, Free Live Chat, E-Commerce, Electronic Medical Health Records, Medication Delivery and Ambulance features. Since its inception in October 2015, it has attracted over 450,000 users and now has an average of 4,000 active daily users. Doctor2U is also expanding extensively in the ASEAN region and has successfully made its presence in Singapore, the Philippines and soon Australia. Doctor2U's goal is to integrate all aspects of healthcare by connecting patients, healthcare professionals, pharmacies, employers and insurers onto one single platform through technology.



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About BP Healthcare Group

Having served over 35 million customers since its inception 37 years ago, BP Healthcare is Malaysia's leading primary healthcare provider with offerings in chains of Specialist centres, Day-care centres, Diagnostics centres, Pathology Laboratory, Pharmacy, Food & Environmental Testing, Hearing, Clinical Waste, Tele-radiology, Sleep Clinics, Healthcare Software & Mobile Diagnostics and Audiology. BP Healthcare's infrastructures and facilities are highly accredited, with all its laboratories having been granted ISO 15189 and International JCI status.

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