

## Prudential BSN Takaful partners KPJ Penang to offer complimentary influenza vaccination

Innovators in the Takaful and Healthcare industries in collaboration to help customers protect their children from the influenza virus.

**Penang, 15 November 2018** - Prudential BSN Takaful (“PruBSN”) and KPJ Penang Specialist Hospital (“KPJ Penang”) today announced a partnership to raise the awareness of the influenza virus and prevent its spread through its complimentary influenza vaccination programme. Under the collaboration, more than 530 children age five and below, who are protected by PruBSN and also a patient of KPJ Penang, have been chosen to receive the influenza vaccination for free at KPJ Penang from 1 November to 26 December 2018.

“We are pleased to partner with KPJ Penang, one of its panel hospitals, to help parents protect their children from the potentially life-threatening influenza virus. The cost of an influenza vaccination in Malaysia typically cost up to RM130; however, through our collaboration with KPJ Penang, we are able to provide this for free to children, who are among the most vulnerable to the disease.” said Wan Saifulrizal Wan Ismail, Chief Marketing Officer of PruBSN.

“Beyond protection solutions, we are committed to offering value-added services and educating our customers on preventive healthcare. The influenza vaccine plays a pivotal role in ensuring children are protected from the unpredictable and potentially life-threatening influenza virus. Better prevention would also lower the risk of serious complications and hospitalisation burden, if any at all.”

Influenza, or flu, is an acute viral infection of the upper respiratory tract caused by the influenza virus. People who have contracted the virus often suffer similar symptoms as those with a cold, such as fever, chills, generalised weakness and pain in the muscles as well as soreness in the head and abdominal areas, but to a more severe degree.

According to health experts, children younger than the age of five are among the most susceptible to developing serious influenza-related complications. Other members of the community in the high-risk group include pregnant women, elderly above age 65, healthcare workers as well as people with chronic diabetes, HIV/AIDS, asthma, heart or lung diseases.

“We believe this program will help parents minimise the risk of their children contracting the influenza virus. Additionally, the program will raise awareness about the importance of taking the vaccination regularly,” said KPJ Penang Chief Executive Officer, Zabidi Hj Abdul Razak.

Getting vaccinated annually reduces the risk of contracting influenza, especially for people belonging to the high-risk category. The influenza vaccine is needed yearly to bolster the body’s immune response from the vaccination, which declines over time. Influenza viruses are also constantly changing, which means the influenza vaccine formula needs to be reviewed and updated each year.

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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 family 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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## About KPJ Penang Specialist Hospital

KPJ Penang Specialist Hospital (KPJ Penang) is the latest addition to renowned private specialist healthcare group located in mainland Penang. KPJ Penang is the 19th hospital under the flagship of KPJ Healthcare Berhad, which is owned and managed by Johor Corporation and is the leading group of healthcare provider in Malaysia with more than 30 years experience. By virtue of this symbolic partnership and cohesive network of specialists, the KPJ Group as an entity is equipped to render highly comprehensive medical assistance and specialist care to all. Patients can tap into the wealth of expertise, experience and technology.

KPJ Penang Specialist Hospital is committed to offer the community its state-of-the-art cutting edge technology and comprehensive wide range of medical services, supported by a group of expertise and experts to answer all questions, worries on illnesses, treatment and other health related issues.

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