

PRESS RELEASE

For Immediate Publication

PruBSN Recognised for Business Performance, Talent and Community Initiatives

Takaful operator bagged multiple awards at MTA Takaful StarNite Awards 2017

Kuala Lumpur, 5 April 2018 – Prudential BSN Takaful Berhad (PruBSN) has won multiple awards including the coveted *Best Takaful Operator (Agency Family Takaful Business)*, *Corporate Social Responsibility*, *Young Takaful Manager* and other recognitions in the agency and bancatakaful categories, for its efforts and impact on the takaful industry.

The Malaysian Takaful Association (MTA) StarNite Awards is Malaysia's defining recognition for excellence of takaful operators, employees, agencies and agents within the local takaful industry. This year marks the award's seventh year and is a key feature in the takaful industry's event calendar.

PruBSN received the awards based on its sound financial performance, talented workforce as well as its impactful community programmes, which reinforced its long-term commitment to increase takaful penetration in the country.

Commenting on the success, Chief Executive Officer of PruBSN, Nor Azman Zainal said "We are honoured and excited to be receiving these awards from MTA once again. My deepest thanks and appreciation goes out to our employees, agents and partners for all their contribution, as well as our customers for their continued support, which have ensured our incredible achievements in just 12 years of operation."

PruBSN achieved the leading position in family takaful business for seven successive years from 2011 to 2017, as confirmed through the data provided by Insurance Services Malaysia. As of today, PruBSN protects more than 800,000 certificate holders or around 2.7% of the Malaysian population.

PruBSN continues to focus on offering customer centric products and services to cater to the evolving needs of its customers. As part of this effort, the company has moved towards paperless offerings by introducing its certificate, statements and soon, medical card, in digital format via its customer portal *PruBSN Touch*. Recognising that protection not only encompasses financial peace of mind but also one's health and wellbeing, PruBSN has taken the innovative approach to enable its customers to make more informed decisions about their health through *myDNA*, a nutrigenomic-based mobile health coach that allows users to personalise their diet and fitness programme based on their genetic information. The takaful operator also became one of the first takaful operators to offer *Perlindungan Tenang* through its affordable online-based product named *Lindungi* to promote financial inclusion for the underserved. Most recently, PruBSN became the first in the insurance and takaful industry to offer a one-year complimentary family takaful protection to 12,500 household heads that would benefit approximately 62,500 people in the B40 segment. This is part of PruBSN's initiative to enable the low income group to have access to takaful protection, in line with the national financial inclusion agenda.

For more information on PruBSN, go to 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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