

## Prudential BSN Takaful wins multiple awards

*Recognised for its product innovation and contribution to the takaful industry*

**Kuala Lumpur, 1 August 2018** – Prudential BSN Takaful Berhad (PruBSN) has been honoured with six industry awards for its product innovation and contribution to the takaful industry.

At the International Takaful Awards in London recently, PruBSN was conferred the **Best Takaful Company in Asia** award.

PruBSN was also named the winner of **Editors' Triple Star, Insurance Company of the Year** and **Best Takaful Institution** award at The Assets' Triple A Institutional Investor & Insurance Awards in Hong Kong and Triple A Islamic Finance Awards in Malaysia.

The judges cited PruBSN's holistic customer-centric strategy and clear focus on quality of delivery and innovation as key differentiators in naming the takaful operator as the winner of these awards. The company's proactive efforts in ensuring its products were accessible to customers were also viewed as a contributor towards a higher takaful and insurance market penetration in the country.

Chief Executive Officer of PruBSN, Nor Azman Zainal commented, "We are honoured that our efforts are recognised by our local and international peers and industry bodies. We remain committed to innovate our offerings in new and exciting ways that improve our customers' experience with us. Winning these awards are testaments to the quality of our offerings."

"These awards also allowed the spotlight to be placed on the continued innovation and development of the takaful and insurance sector in Malaysia. I am thankful for the amazing support of our customers, staff, agents and partners who have put their trust in us." added Nor Azman.

PruBSN was one of the first takaful operators in Malaysia to have embarked on a technological journey in providing e-solutions to its customers. Key initiatives noted by judges include PruBSN's straight-through-processing mechanism through which its fully automated certificate issuance and servicing has ensured certificate holders can receive coverage within minutes. PruBSN also introduced *PruBSN touch*, a digital platform that provides certificate holders with immediate access to their servicing needs. These efforts further support the cause of green technology as well Bank Negara Malaysia's aim in digitising financial services.

"As technology dramatically changes the expectation of our customers, takaful operators and insurers will need to enhance their capabilities through technology enhancements much more rapidly. We believe we are well-positioned to fulfill this need to continue to benefit our customers and stakeholders." Nor Azman concluded.

Earlier this year, PruBSN bagged the coveted Gold award at the 2018 APPIES Malaysia Award and Silver award for Best Idea Integrated Media at 2018 MARKies Malaysia Award which recognised the outstanding marketing campaign of its comprehensive entry-level life protection plan, *PruBSN Anugerah*.

For seven consecutive years since 2011, PruBSN has been the number 1 family takaful operator in Malaysia. As at 31 December 2017, the company recorded the highest New Business Annual Contribution Equivalent<sup>1</sup> in the local takaful industry with RM467.5 million and a 31% market share, as confirmed by the industry rating agency, Insurance Services Malaysia. Learn more about PruBSN shariah-compliant offerings at [www.prubsn.com.my](http://www.prubsn.com.my).

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<sup>1</sup> Annual Contribution Equivalent (ACE) or Annual Premium Equivalent (APE) is a global and widely accepted standard for measurement of new business performance of takaful and insurance companies. ACE/APE is the total amount of regular contributions/premiums from new business plus (+) 10% of the total amount of single contributions/premiums on business written during the year.

## 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:



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