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**PRUDENTIAL BSN TAKAFUL BREAKS NATIONAL RECORD;
PIONEERING PROFESSIONALISM MILESTONES
AMONG TAKAFUL CONSULTANTS IN MALAYSIA**

Kuala Lumpur, 11 December 2024 – Prudential BSN Takaful Berhad (PruBSN), the leading family Takaful operator in Malaysia for 11 consecutive years, has once again demonstrated its commitment to raising industry standards by breaking the Malaysia Book of Records for the “Most Agents to Complete the PITO Module 2 Exam in a Day”. Amidst the evolving market landscape, this monumental achievement underscores the company’s dedication to empowering its Takaful consultants with high standards of professionalism and expertise to deliver trusted financial and health solutions to Malaysians.

The Professionalism of Insurance & Takaful Operators Agents (PITO) or The Professionalism of Insurance & Takaful Agents (PITA) programmes, is an initiative by Bank Negara Malaysia (BNM), aims to enhance the skills, knowledge, and integrity of insurance and takaful agents in Malaysia. Held on 15 November 2024, PruBSN Takaful consultants participated in the PITO Module 2 examination, with 4,422 consultants passing within a day.

This accomplishment not only fulfills BNM's professional requirements but also solidifies public trust in PruBSN Takaful agents as credible and ethical advisors. It aligns seamlessly with PruBSN's social sustainability commitment to educate customers about the importance of financial and health protection. This proactive approach helps Malaysians make informed decisions about their financial and health needs, reinforcing our dedication to fostering a well-protected and financially secure community.

PruBSN Chief Executive Officer, Wan Saifulrizal Wan Ismail stated, “With over 16,000 agents nationwide, we are committed to empowering our agents with the right skills and professionalism. This achievement comes at crucial time as the Takaful industry currently adapting to dynamic market trends including shifting healthcare trends and the needs for proper financial planning which require us to equip our Takaful consultants with the strategic customer-oriented approach to helping Malaysians manage their financial and health needs effectively during these uncertain times.”

“Beyond professional certifications, PruBSN has also consistently prioritised capability-building initiatives to strengthen its agency force with cutting edge skills. For this year, the company has hosted more than 20 learning and development programmes, involving all our Takaful consultants nationwide across various skill levels, enabling them to offer more nuanced and sound financial advice to our customers while maintaining their trust and satisfaction.” he added.

With our customer as our compass, PruBSN ensures its learning pathways are tailored to address the concerns and meet the evolving needs of our customers and the industry. The inclusion of modern tools like social media technology for sales and marketing prepare

agents to excel in today's competitive landscape. These initiatives range from simplified training for new consultants to comprehensive learning interventions for seasoned professionals to foster their technical competence and ethical excellence.

In 2024, we have offered the Takaful Enhanced Elite Development Program to help eligible Malaysians build their entrepreneurship careers with PruBSN, offering robust development support. Our gamified, blended learning approach combines face-to-face, virtual, and e-learning to promote continuous skill enhancement and professionalism among our consultants. Next year, we plan to collaborate with FPAM to provide professional certification programs, further demonstrating our commitment to people development.

Adding to its achievements, PruBSN has renewed its strategic partnership with the Financial Planning Association of Malaysia (FPAM). Through this collaboration, our Takaful consultants shall benefit from the exclusive support to complete the PITO Module 2 certification and gain access to the prestigious Islamic Financial Planner (IFP) in-house programme starting next year. This partnership was formalized in a Memorandum of Understanding (MoU) Signing Ceremony, represented by Chief Executive Officer of PruBSN and Chief Executive Officer of FPAM, Alex Lee.

PruBSN remain committed to strengthening the ecosystem for its agency force in promoting takaful solutions. By equipping its Takaful consultants with robust skills and knowledge, the company is empowering them to thrive as Takaful Wealth Planners or gig Takaful Consultants. This mission not only showcases the strength of PruBSN as a brand but also reflects its purpose to protecting more Malaysians – For Every Life, For Every Future.

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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 Prudential plc and Bank Simpanan Nasional, two financially strong companies in their respective fields of expertise.

Premised on the concept of taawun (co-operation and mutual assistance), PruBSN provides a range of shariah-compliant family takaful protection solutions. Today, PruBSN has over 16,000 takaful agents who serves the evolving health and protection needs of more than 2 million Malaysians and their families by listening, understanding and most importantly, delivering.

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