

PRESS RELEASE

For Immediate Release

Prudential Malaysia Triumphs with Quadruple Win at Insurance Asia Awards 2024

A Testament to Innovation and Success in the Insurance Industry



Kuala Lumpur, 31 July 2024 – Prudential Assurance Malaysia Berhad (PAMB) and Prudential BSN Takaful Berhad (PruBSN), collectively referred to as Prudential Malaysia, have earned four distinguished awards at the Insurance Asia Awards 2024. These honours highlight the company’s commitment to service excellence and its innovative strategies to address the evolving needs of Malaysians.

PAMB has been recognised as the International Life Insurer of the Year - Malaysia and has also received the Insurance Inclusion Initiative of the Year – Malaysia award. PruBSN has been awarded the New Takaful Insurance Product of the Year - Malaysia for WarisanGold, and the Strategic Partnership of the Year - Malaysia for its flagship programme PruBSN Microtakaful Jariyah involving the collaboration with Implementation Coordination Unit of the Prime Minister Office (ICU JPM).

Eric Wong, Chief Marketing & Partnerships Distribution Officer of PAMB said, "We are honoured by the recognition we have received at the Insurance Asia Awards. These are not just testament to our team's dedication but also the trust and belief our customers have placed in us. It is their faith in us as their trusted partner to safeguard their future that drives us to innovate and strive for excellence."

Deputy Chief Marketing Officer of PruBSN, Teh Siew Peng said, "We recognise that this achievement goes beyond our product. It embodies our relentless drive to exceed expectations and making positive change. Through innovative product strategies, we strive to create sustainable impacts that resonate profoundly with our customers and contribute meaningfully to the communities we support."

Groundbreaking Initiatives

PAMB's journey towards winning the International Life Insurer of the Year – Malaysia award for the second year is marked by a series of groundbreaking initiatives. From pioneering inclusive insurance solutions like **PRUMan** & **PRULady**, the first gender-specific critical illness plans in the market, and the second iteration of the EPF i-Lindung initiative, to enhancing customer-centric offerings like the award-winning **PRUMy Child Plus**, a comprehensive prenatal solution that covers pregnant mothers and babies from 13 weeks of pregnancy until the child turns 100, Prudential Malaysia has consistently pushed the envelope.

Building on this legacy of groundbreaking initiatives, PruBSN continues to innovate with the introduction of PruBSN WarisanGold. This comprehensive legacy protection product is another testament to Prudential's commitment to addressing the diverse needs of its customers.

When a breadwinner passes away or becomes disabled, families face financial instability, disrupted income, and potential freezing of assets. PruBSN WarisanGold addresses these issues by offering high basic protection, auto-increasing coverage, and accident-related death benefits. These benefits provide guaranteed and timely financial assistance to beneficiaries. At the same time, customers have the option to donate a portion of the Hibah Takaful benefit to charity via Sadaqah or Waqaf, fostering community engagement and solidarity. It simplifies legacy management to secure families' financial futures while extending help to those in need.

Building Financial Resiliency among Malaysians

PRUKasih Aman programme has been pivotal in providing financial protection to over 11,000 individuals from Malaysia's low-income and disabled communities. With claims payout amounting to RM1,672,650 as of December 2023, PAMB has provided financial stability in times of need. This initiative, alongside other community programmes focused on protection, education, and growth, underscores PAMB's commitment to societal well-being and financial resilience.

Furthermore, the collaboration between Microtakaful Jariyah (MTJ) and Implementation Coordination Unit of the Prime Minister's Office (ICU JPM) exemplifies PruBSN's commitment to community impact. MTJ offers basic life protection coverage of RM 10,000 for one year to eligible breadwinners within the poor and hardcore poor tiers of the B40 community, instantly providing financial relief without underwriting or medical examinations.

100
years
in Malaysia



PRUDENTIAL BSN

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PruBSN became the pioneer in the country, forging strategic alliances with the government to bridge the gap between financial vulnerability and security, by ensuring access to essential protection for every member of society.

These awards recognise Prudential Malaysia's efforts in enhancing the insurance landscape through customer-centric solutions and inclusive initiatives, thereby continue to secure the hopes and dreams of Malaysians with innovative plans and financial solutions.

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About Prudential Assurance Malaysia Berhad

Prudential Assurance Malaysia Berhad (PAMB) is a leading and innovative insurer, serving the savings, protection, and investment needs of Malaysians by offering a full range of financial solutions through its branches, agency force and bancassurance distribution partners network nationwide.

Its mission is to be the most trusted partner and protector for this generation and generations to come, by providing simple and accessible financial and health solutions.

PAMB was established in Malaysia in 1924 and is a subsidiary of Prudential plc, which was founded in London in 1848. Prudential plc provides life and health insurance and asset management in 24 markets across Asia and Africa.

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, nor with The Prudential Assurance Company Limited, a subsidiary of M&G plc, a company incorporated in the United Kingdom.

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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years
in Malaysia



PRUDENTIAL BSN

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