

For Immediate Publication

PruBSN launches complete packaged solutions for working adults and children

Takaful plans provide Malaysians with long-term protection and help secure their financial future.

Kuala Lumpur, 18 July 2018 - Prudential BSN Takaful (PruBSN) today unveiled *PruBSN Setia* and *PruBSN Impian*, two takaful packaged solutions that provide comprehensive and customisable protection to its customers. *PruBSN Setia* is targeted at working adults looking to enhance their existing protection plan, while *PruBSN Impian* gives parents peace of mind by providing complete protection for their child, even before birth.

Both *PruBSN Setia* and *PruBSN Impian* are based on PruBSN's flagship takaful plan, *PruBSN AsasLink*, which provides death and total and permanent disability benefits as well as option to attach various riders to meet the varied protection needs of customers.

PruBSN Setia

Attached with medical, critical illness, accidental and income replacement riders, *PruBSN Setia* is a holistic solution that provides working adults with increased health protection and help secure the financial future of their families. The plan complements the employee medical coverage, which in some cases covers only the basic medical needs of an employee.

Commenting on *PruBSN Setia*, Chief Marketing Officer of PruBSN, Wan Saifulrizal Wan Ismail said, "When it comes to health protection, many working adults in Malaysia rely solely on their employer to provide medical benefits. Given today's economic environment and living conditions, they will need to enhance their existing coverage to fully support their protection needs. Typically, a person requires protection of at least 10 to 15 times their annual income to be adequately covered¹."

"With *PruBSN Setia*, employees can take advantage of the multiple rider options to add on to their life insurance or takaful plans. We want to help strengthen the future financial safety net for working adults and their families." Wan Saifulrizal added.

PruBSN Impian

Understanding every parent's need to fulfil their child's dreams and aspirations, *PruBSN Impian* provides expectant mothers with comprehensive prenatal, medical, critical illness and savings solutions that accompany their child from as early as 14 weeks of pregnancy up to 100 years old.

Research has shown that prematurity is the leading cause of death in children under the age of five globally², while an average 12.3% of 500,000 children are born prematurely every year in Malaysia³. To address these concerns, *PruBSN Impian* offers two main riders - *Infant Secure* which covers both mother and baby for selected pregnancy complications and in the event of a loss of life and *Takaful Saver Impian* that builds long-term savings into the plan to support the child's education and ultimately helps the child achieve his or her aspirations.

Chief Executive Officer of PruBSN, Nor Azman Zainal said, "The cost of raising a child today is now much higher than before. As your little one grows, so will your expenses in caring for them, such as child care,

¹ <http://www.focusmalaysia.my/Income/bridging-the-income-protection-gap>

² <http://www.who.int/news-room/fact-sheets/detail/preterm-birth>

³ <http://www.sinarharian.com.my/wawancara/12-3-peratus-kelahiran-adalah-bayi-pramatang-1.334045>

education and other necessities. We are essentially providing expectant parents with peace of mind knowing that PruBSN will protect their child from pre-birth right through adulthood.”

Customers can also add on HealthProtector, a medical rider available to both *PruBSN Impian* and *PruBSN Setia*, which reimburses their hospitalisation and outpatient treatment expenses. There are no annual nor lifetime limits, thereby ensuring continuous protection of the person covered.

“Planning for the future should always be a priority. At PruBSN, doing so in a way that genuinely addresses our customers’ concerns has always been at the top of our agenda. We will continue to tailor our financial products and services to meet the evolving needs of our customers, helping enrich their lives and enabling them to build a stronger, more resilient financial future.” Nor Azman concluded.

Learn more about the above solutions at www.prubsn.com.my and get free consultation by calling 03-20537188 or fill up the online appointment form at app.prubsn.com.my/cws/talktous.

END

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:



prubsn.com.my



@PruBSN



@Prudential BSN Takaful Berhad



@PruBSN_Official



@PruBSN Official

For media enquiries, please contact:

Hafiz Felani

Brand & Communications

(603) 2053 1037

hafiz.felani@prubsn.com.my

Rina Ali

Brand & Communications

(603) 2053 1160

wan.madzrina@prubsn.com.my