

Dear Editor,
For immediate release:

Allianz Life encouraged by increasing awareness in estate planning among public

Kuala Lumpur, 21 April 2022 – Estate planning gives you peace of mind and ensures income continuity for your loved ones before all your assets can be distributed and inherited.

Allianz Life Insurance Malaysia Berhad (Allianz Life) saw an increase in awareness on estate planning among the public last year.

Allianz Life Chief Executive Officer Charles Ong said this was encouraging to see and the Company will continue to find ways to increase awareness on estate planning among Malaysians.

“There are several myths on estate planning that we would like to debunk and the biggest one is that it is only for the rich. That is not true – everyone needs an estate plan no matter how little the assets you have,” Ong said.

In 2021, the insurer recorded a 35-fold jump in new insurance businesses set up with this estate planning concept, compared with new businesses achieved in 2020.

“We were actively pushing the Insurance Trust concept and introduced the Allianz Estate Planner in 2021, amidst the challenging and uncertain year. We worked with several parties, including the Malaysian Financial Planning Council (MFPC) and RHB Trustees Berhad to train our agents to have in-depth knowledge on estate planning, so that they could drive this message and better educate the people, especially our customers and potential customers.

“As a company that is in the very business of providing protection, we want to emphasise to the people that getting an estate plan is a means of protection for your loved ones, especially young children. Without proper estate planning, your assets are at risk of being frozen which will affect your family in terms of delayed inheritance and in worst-case scenario, discontinued income,” he added.

In 2020, Allianz Life and MFPC signed a training services agreement which enabled Allianz Life agents to enrol in the Council’s Professional Estate Planning Adviser Programme (PEPAP). Through the certification programme, Allianz Life agents were able to gain in-depth knowledge on how to integrate these services into effective financial or estate planning.

Press Release



In the same year, Allianz Life also partnered with RHB Trustees to provide its customers with trustee services to help manage and protect their legacy for their family.

Allianz Life agents specialising in estate planning are categorised as Allianz Estate Planner, Allianz Senior Estate Planner, and Allianz Executive Estate Planner.

To find out more, those interested can talk to our Allianz Estate Planners by calling 1-300-22-5542 or customer.service@allianz.com.my from Monday to Friday between 8.00am to 8.00pm.



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AllianzMalaysia

About Allianz in Malaysia

The investment holding company, Allianz Malaysia Berhad, a subsidiary of Allianz SE, has two insurance subsidiaries - Allianz General Insurance Company (Malaysia) Berhad (“Allianz General”) and Allianz Life Insurance Malaysia Berhad (“Allianz Life”).

Allianz General is one of the leading general insurers in Malaysia and has a broad spectrum of services in personal lines, small to medium enterprise business and large industrial risks. The GWP for general insurance business for financial year 2021 reached a mark of RM2.43 billion. Allianz Life offers a comprehensive range of life and health insurance and investment-linked products and for the financial year 2021, Allianz Life recorded a GWP of RM3.26 billion and is one of the fastest growing life insurers in Malaysia. Allianz Malaysia has 32 branches nationwide.

In 2021, Allianz Malaysia won The Edge Billion Ringgit Club (BRC) Financial Services (below RM10 billion market capitalisation) award for the highest growth in profit after tax (PBT) over three years. The Company also bagged the Malaysia International Business Awards 2021 (Life Insurance category) and three awards at the Global Banking & Finance Awards: Insurance Brand of the Year Malaysia 2021; Best General Insurance Product Malaysia 2021; and Best Insurance Social Media Engagement Malaysia 2021. In 2020, Allianz Malaysia was awarded the Industry Excellence Award for financial services at the MSWG-ASEAN Corporate Governance Awards. The Company also ranked seventh amongst the Top 100 Companies for Overall Corporate Governance and Performance (by Rank) and 16th amongst the Top 100 Companies for Corporate Governance Disclosure (by Rank).

To learn more about Allianz Malaysia, visit allianz.com.my

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LinkedIn: linkedin.com/company/allianzmalaysia/

About Allianz

The Allianz Group is one of the world's leading insurers and asset managers with more than 126 million* private and corporate customers in more than 70 countries. Allianz customers benefit from a broad range of personal and corporate insurance services, ranging from property, life and health insurance to assistance services to credit insurance and global business insurance. Allianz is one of the world's largest investors, managing around 809 billion euros on behalf of its insurance customers. Furthermore, our asset managers PIMCO and Allianz Global Investors manage nearly 2.0 trillion euros of third-party assets. Thanks to our systematic integration of ecological and social criteria in our business processes and investment decisions, we are amongst the leaders in the insurance industry in the Dow Jones Sustainability Index. In 2021, over 155,000 employees achieved total revenues of 148.5 billion euros and an operating profit of 13.4 billion euros for the group.

**Including non-consolidated entities with Allianz customers.*

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