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Allianz Life and HSBC strengthen partnership to address legacy planning needs in Malaysia

- *Rise in interest in legacy planning seen amongst high-net-worth individuals*
- *To meet growing demand, Allianz Life and HSBC launch HSBC's EliteDiamond legacy plan*

Kuala Lumpur, 3 June 2025 – Allianz Life Insurance Malaysia Berhad (Allianz Life) and HSBC Bank Malaysia Berhad have strengthened their partnership to address legacy planning needs in Malaysia with the launch of HSBC's EliteDiamond.

HSBC's EliteDiamond is an exclusive investment-linked plan (ILP) which offers a seamless balance of wealth growth, comprehensive life protection, and most importantly, legacy planning.

The plan is tailored for individuals who are keen to secure their legacy for future generations. It offers a minimum sum assured of RM1 million, and a limited premium payment term of either five, six or eight years.

Allianz Life Chief Executive Officer, Charles Ong said, "In today's fast paced world, securing one's legacy is more important than ever. With HSBC's EliteDiamond, we empower individuals — from visionary business leaders to families shaping their future — to safeguard their hard-earned wealth, and create a future where their values endure.

"Our priority is to always walk alongside our customers at every step of their journey, offering solutions that ensure their financial legacy grows over time, standing resilient through life's uncertainties and protecting their families, so they can face the future with confidence," he added.

HSBC is the exclusive bancassurance distributor for Allianz Life insurance products in the areas of protection, education, retirement, wealth and legacy needs since 2012.

With Allianz Life's position as the leading insurer in the industry, and HSBC's position as a leading international bank, the launch of HSBC's EliteDiamond fortifies the synergistic opportunities between both companies.

HSBC Bank Malaysia Country Head of International Wealth and Premier Banking, Linda Yip said, "As Malaysians grow increasingly focused on holistic financial well-being — from healthcare and

wealth management to retirement planning — we are also seeing a rise in interest around legacy planning, particularly among our high net-worth clientele.

“In response to this growing demand, we are proud to introduce HSBC’s Elite Diamond, our latest legacy planning solution designed specifically for our Premier customers. This bespoke offering empowers individuals to shape how their wealth is passed on to future generations, with the flexibility to customise plans that deliver enhanced value through higher sum assured options. It is a meaningful step in helping our clients secure their legacy, honour their aspirations, and provide lasting support for their loved ones.”

Inspired by the resilience and brilliance of a diamond, the plan is built around **five essential pillars** — **Coverage, Complementary Investment, Customisation, Capital Growth, and Continuity** — ensuring that the customer’s wealth and legacy is well planned, preserved, protected, and seamlessly passed down to future generations.

The key features of HSBC’s EliteDiamond* include:

- **Coverage:** High Sum Assured from minimum RM1 million. Extra safety net up of additional 400% of basic coverage if the death is due to accidental causes in public conveyance, elevator or burning of public building.
- **Complementary:** Professionally managed Investment-Linked Insurance Plan funds are available for optimal **growth. Clients can choose the right investment funds based on their risk appetite and switch between funds whenever their risk appetite changes.**
- **Customisation:** Holders can tailor the plan based on their financial situation by **utilising the flexibility** to choose the sum assured, the payment term (five, six or eight years) and coverage term (up to Life Assured’s age 80, 90 or age 100, subject to a minimum of 20 years of coverage).
- **Capital Growth:** Guaranteed Increasing Loyalty Bonus of 11% of the Sum Assured (SA) at the end of the 10th policy year or when the Life Assured attains age 64. Increases by 0.5% (i.e 11.5% of SA) for every subsequent tenth (10th) Policy year after the first Loyalty Bonus payout year.
- **Continuity:** Smooth and quick distribution of inheritance to loved ones, according to the wishes of the policy holder.

For further information, please visit the nearest HSBC branch and speak to HSBC's Relationship Managers and Insurance Specialists.

**Terms and conditions apply*

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About Allianz in Malaysia

The investment holding company, Allianz Malaysia Berhad, a subsidiary of Allianz Asia Holding Pte. Ltd., 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 2023 reached a mark of RM3.00 billion. Allianz Life offers a comprehensive range of life and health insurance and investment-linked products and for the financial year 2023, Allianz Life recorded a GWP of RM3.54 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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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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