

Allianz Malaysia Berhad (197201000819)

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Allianz Life Recruitment Trends Highlight Talent Diversification

Kuala Lumpur, 9 March 2026 – Allianz Life Insurance Malaysia Berhad (Allianz Life) recorded a notable shift in its agency recruitment composition in 2025, reflecting broader changes in workforce expectations and career priorities.

Women accounted for 53% of new agency recruits in 2025, compared to 47% male participation — marking the highest female representation recorded to date and the first year participation surpassed parity. Between 2020 and 2023, female recruitment remained consistent at 47%, before reaching balance in 2024.

The development mirrors growing demand for flexible, purpose-driven and performance-based career pathways, particularly within the financial services sector.

Allianz Life Chief Sales Officer Raymond Cheah said the recruitment trend reflects structural workforce changes rather than short-term fluctuations.

“The growing participation of women amongst our new recruits reflects evolving career expectations and the increasing appeal of flexible and purpose-driven professions. By investing in strong communities, development platforms and clear career pathways, we aim to foster a trusted environment where women can also grow with confidence and build sustainable, meaningful careers as Allianz Life Changers,” he added.

Internal data further reinforced this strategic direction. In 2024, women comprised 80% of Allianz Life’s top 10 performing agents, underscoring the importance of formalising scalable development platforms to sustain and grow high-performing talent.

In response, Allianz Life introduced the dedicated recruitment programme SheSecures in January 2025, designed to strengthen leadership capabilities, confidence-building and peer support networks within its agency force. The programme operates under the broader Kingmaker agency

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development framework, which focuses on structured onboarding, capability-building and long-term retention.

The programme has resonated strongly with women seeking greater professional independence and personal growth.

Canon Lim from MB8 Agency – a mother of four – shared that the SheSecures Programme helped her rediscover a sense of purpose beyond her daily responsibilities.

“Through the Allianz SheSecures Programme, I rediscovered my confidence, learned valuable financial knowledge, and connected with a supportive community of women. It has given me the inspiration to grow, plan for the future, and pursue my own aspirations again,” Canon said.

For Grace Lim from ACP Agency – who was a small business owner – the programme provided renewed confidence to build a meaningful career.

“Being part of the SheSecures programme has helped me rediscover my confidence as a woman and a mother. It showed me that women can build their own careers and create something meaningful for themselves. The community and opportunities here have encouraged me to believe in my abilities and pursue my goals,” Grace said.

Rather than viewing the recruitment milestone solely through a demographic lens, Allianz Life positions it as part of a wider talent diversification strategy aimed at building a resilient, performance-driven agency ecosystem aligned with evolving workforce dynamics.

The company expects recruitment patterns to remain supported by increasing preference for flexible and entrepreneurial career models; stronger community-based engagement and recruitment initiatives; as well as clearer and more sustainable professional development pathways.

Moving forward, Allianz Life will continue enhancing its agency development platforms nationwide, expanding leadership pipelines and strengthening structured progression frameworks to ensure sustained growth and competitiveness within Malaysia’s life insurance industry.

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For further information, please contact:

Shamala Gopalan

Group Head
Corporate Communications Department
Allianz Malaysia Berhad
Mobile: 016.285.0685
Email: shamala.gopalan@allianz.com.my

Gary Mark Nagan

Manager
Corporate Communications Department
Allianz Malaysia Berhad
Mobile: 012.367.1450
Email: gary.nagan@allianz.com.my

About Allianz in Malaysia

Allianz Malaysia Berhad (“Allianz Malaysia”), an investment holding company and a subsidiary of Allianz SE, operates through 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, offering a broad range of services across personal lines, small to medium enterprises, and large industrial risks. For the 2024 financial year, Allianz General’s Gross Written Premiums (GWP) reached RM3.42 billion. Allianz Life offers a comprehensive range of life and health insurance products, as well as investment-linked products. For the 2024 financial year, Allianz Life recorded a GWP of RM3.83 billion, making it one of the fastest-growing life insurers in Malaysia. Allianz Malaysia operates 30 branches nationwide. In 2024, Allianz Malaysia Berhad was named Best Digital Insurer by InsuranceAsia News in the Country Awards for Excellence 2024. Allianz General received the award for General Insurer of the Year by InsuranceAsia News in 2024.

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The Allianz Group is one of the world's leading insurers and asset managers serving private and corporate customers in nearly 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 761 billion euros* on behalf of its insurance customers. Furthermore, our asset managers PIMCO and Allianz Global Investors manage about 1.9 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 among the leaders in the insurance industry in the Dow Jones Sustainability Index. In 2024, over 156,000 employees achieved total business volume of 179.8 billion euros and an operating profit of 16.0 billion euros for the Group.

* As of September 30, 2025.

ALLIANZ MALAYSIA BERHAD

Level 29, Menara Allianz Sentral
203, Jalan Tun Sambanthan
Kuala Lumpur Sentral, 50470 Kuala Lumpur
Tel: 603-2264 1188/ 0688
Fax: 603-2264 1199
🌐 allianz.com.my

ALLIANZ CUSTOMER SERVICE CENTRE

ALLIANZ ARENA, Ground Floor, Block 2A
Plaza Sentral, Jalan Stesen Sentral 5
Kuala Lumpur Sentral, 50470 Kuala Lumpur
Customer Contact Center: 1 300 22 5542
Email: customer.service@allianz.com.my
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