



**AmAssurance**

**Media Release**

---

6 December 2007

## **AmAssurance launches AmFlexi Plan, a 2 in 1 plan for Retirement and Education**

AmAssurance today launched its latest life insurance plans, the AmFlexi Plan and AmFlexi Education Plan with the objective to provide innovative solutions for all Malaysians who are looking for a secured mechanism to accumulate capital meant for retirement and educational funding.

The AmFlexi Plan offers policy holders the unique flexibility to either make regular or single top ups to increase the policy value for *retirement* purposes or to make partial withdrawals at any time from their policy fund account for *educational* funding purposes.

Furthermore, AmFlexi policyholders stand to enjoy a protection sum assured of up to 10 times of the premiums paid while simultaneously leveraging on potential lucrative investment returns harvested from the policy's professionally managed portfolios. All in all, AmFlexi is crafted from AmAssurance's products design, development and marketing team to meet the need of both life stages; rather than creating two separate plans that could financially burden Malaysians.

"AmFlexi is the only 2 in 1 plan that financially caters for the two most important life stages sought after by Malaysians, that is Education and Retirement funding," said Mr Ng Lian Lu, Chief Executive Officer of AmAssurance Berhad.

“The AmFlexi plan is offered to any child aged from 1 to 15 years old; aiming to provide our children with the gift of education and protection. AmFlexi is flexible enough that when the child reaches age 25, he or she may choose to extend the protection term coverage and savings to a whole life plan to start a retirement fund,” added Mr Ng.

Mr Clement Heng, General Manager of Life Agency Sales, expressed confidence that AmAssurance’s life insurance portfolio will continue to strengthen with the introduction of AmFlexi into the market.

“With our 3,500 strong agency promoting these products to all Malaysians, we plan to boost our life insurance business premium income by 20% to a figure approaching half a billion Ringgit by the end of financial year 2007/2008,” he added.

Meanwhile, Mr Alex Tan, Head of Corporate Communications and Marketing said “An all out and extensive but fun marketing and communications campaign have also been set into motion within the months of festivities to touch and enhance the lives of fellow Malaysians customers. Most importantly, the general public is expected to look forward in receiving either the AmFlexi Kiddy Packs or Retirement themed watches that their agents shall be presenting to them upon investing in AmFlexi”.

In the current financial year, AmAssurance boasts 88% of persistency rate as compared to 85% last year.

## **About AmAssurance Berhad**

AmAssurance is a distinctive brand name of quality in the Malaysian insurance industry. Behind AmAssurance are two strong local and international reputations – AmBank Group, one of the leading domestic financial conglomerate and IAG Pty Limited, Australia’s largest insurance company established more than 130 years ago. Our business is generated from a comprehensive range of life and general insurance solutions through its 200 banks and branches and serviced by 5,000 representatives nationwide. From our 35 years of expertise and over RM2 billion assets under management, we have positively touched the lives over half a million of Malaysians. Being one of the top 3 largest motor insurers, AmAssurance is rapidly gaining its position as one of the most preferred and most competitive insurance service provider.

---

***For further information, contact Mr Alex Tan, Head of Corporate Communications & Marketing at 03 4047 8053 or email [alex-tan@ambg.com.my](mailto:alex-tan@ambg.com.my) or visit our website at please visit [www.amassurance.com.my](http://www.amassurance.com.my)***