

## Media Release

Immediate Release

### Take Control and Protect

**All that is Precious with ProtectElite brought to you by AmMetLife Insurance Berhad**

*First of its kind Regular Premium Investment-Linked Plan with Embedded Cancer benefit.*

8 May 2017, Kuala Lumpur - AmMetLife Insurance Berhad (“AmMetLife”) launched its first product lined up for 2017 - **ProtectElite**, a Regular Premium Investment-Linked Plan that offers protection for Death and Total & Permanent Disability (TPD) with coverage for Cancer embedded into the plan. **ProtectElite** offers High Non-Medical Limit Up to RM1.75 million.

The launch of **ProtectElite** was officiated by Ramzi Toubassy, Chief Executive Officer, AmMetLife Insurance Berhad and Tai Chee Ming, Chief Agency Officer, AmMetLife Insurance Berhad. The official launch event for ProtectElite was witnessed by Bharat Kannan, Chief Distribution Officer, MetLife Asia, Stephen Zhang, Chief Agency Officer, MetLife Asia and Ang Swee Choo, Chief Marketing Officer, AmMetLife Insurance Berhad. Also present at the launch event were Agency Force members of AmMetLife.



L-R: Ang Swee Choo, Chief Marketing Officer, AmMetLife Insurance Berhad; Tai Chee Ming, Chief Agency Officer, AmMetLife Insurance Berhad together with Ramzi Toubassy, CEO of AmMetLife Insurance Berhad and Bharat Kannan, Chief Distribution Officer for Asia, MetLife at the official launch of **ProtectElite**, a Regular Premium Investment-Linked Plan by AmMetLife Insurance Berhad. **ProtectElite** offers protection for Death and Total & Permanent Disability (TPD) with coverage for Cancer embedded into the plan.

**ProtectElite** lessens the financial burden of loved ones when the primary bread winner is no longer able to care for them. 100% of Basic Sum Assured or the Account Value, whichever is higher will be payable in one lump sum to loved ones in the event of Death or TPD. Should there be an unfortunate diagnosis of Cancer, 20% of the Basic Sum Assured will be payable in one lump sum. This coverage for cancer is subject to the Survival Period of thirty (30) days.

**ProtectElite** also provides Additional Coverage for Accidental Death where an additional 100% of Basic Sum Assured is payable. As for Accidental Death in Public Conveyance, an additional 200% of Basic Sum Assured is payable.

Multiple Premium Payment Term Options are made available to enable Malaysians from all walks of life to benefit from the protection offered by **ProtectElite**. This plan offers customers the convenience of choosing the preferred premium payment term from a choice of 5 years, 10 years, 20 years or up to age 100 (next birthday).

As a Regular Premium Investment-Linked Plan, **ProtectElite** offers customers a variety of Investment-Linked funds to choose from depending on the individual's risk appetite.

"Recognising that Cancer ranks as one of the highest causes of death, AmMetLife has embedded the Cancer benefit into the protection plan which is the uniqueness of ProtectElite making it a first of its kind Regular Premium Investment-Linked Plan in Malaysia. **ProtectElite** has all the prominent features to suit the protection needs of Malaysians who want a confident lifestyle and at the same time have the opportunity to leave a legacy behind for their loved ones. With our customers in mind, we are committed to provide the best options as we work towards being the preferred life insurer of choice for all Malaysians," said Mr Ramzi Toubassy, Chief Executive Officer, AmMetLife Insurance Berhad.

**ProtectElite** is an Agency product which is distributed by AmMetLife's strong network of life insurance agents nationwide. ProtectElite is available to individuals aged from 16 years to 70 years (next birthday) only.

Please visit [www.ammethlife.com](http://www.ammethlife.com) or dial 1300 88 8800 and our customer service personnel will be happy to share more information with you or assist you on how to sign up for ProtectElite.

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#### **About AmMetLife**

AmMetLife is a strategic partnership between AMMB Holdings Berhad (AmBank Group) and MetLife International Holdings LLC (MetLife). AmMetLife offers a comprehensive range of life assurance and wealth protection solutions distributed through a combination of over 175 AmBank and AmMetLife branded branch offices, in addition to the strength of its authorised life insurance agents nationwide.

The strategic partnership combines the international expertise and financial strength of MetLife with the local strength and reach of AmBank Group to create a customer-centric and modern life assurance solutions provider in Malaysia.

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***For further information on AmMetLife Insurance Berhad, please contact Ms Shanni Muttiah, Head, Corporate Communications at [shanni-muttiah@ammethlife.com](mailto:shanni-muttiah@ammethlife.com)***