

Immediate Release

Live Life Assured. Always.

All that is Precious with ProtectValue brought to you by AmMetLife Insurance Berhad
First of its kind Regular Premium Investment-Linked Plan with Embedded Cancer Benefit

28 September 2018, Kuala Lumpur - AmMetLife Insurance Berhad (“AmMetLife”) recently launched its latest product ProtectValue – a short pay (5, 10 or 20 years payment term) Investment Linked plan that offers protection for Death and Total & Permanent Disability (TPD) with coverage for Cancer also embedded.

Officiated by Dato’ Sulaiman Mohd Tahir, Group Chief Executive Officer, AmBank Group and Ramzi Toubassy, Chief Executive Officer, AmMetLife Insurance Berhad, the launch event of ProtectValue was attended by 80 guests in Hilton, Kuala Lumpur.



From left – Jade Lee, Managing Director, Retail Banking, AmBank (M) Berhad; Dato’ Sulaiman Mohd Tahir, Group Chief Executive Officer, AmBank Group; Ramzi Toubassy, Chief Executive Officer, AmMetLife and Janey Lee, General Manager, Bancassurance & Direct Channels, AmMetLife at the launch of ProtectValue on 28 September 2018.



From left – Seohan Soo, Chief Executive Officer, AmInvestment Bank Berhad; Jade Lee, Managing Director, Retail Banking, AmBank (M) Berhad; Dato’ Sulaiman Mohd Tahir, Group Chief Executive Officer, AmBank Group; Christopher Yap, Managing Director, Business Banking, AmBank Group; Ramzi Toubassy, Chief Executive Officer, AmMetLife; Janey Lee, General Manager, Bancassurance & Direct Channels, AmMetLife; Anthony Chin, Deputy Managing Director, AmBank (M) Berhad and Syed Anuar Syed Ali, Executive Vice President, Group Corporate Communications and Marketing, AmBank Group at the launch of ProtectValue on 28 September 2018.

ProtectValue is designed to lessen the financial burden of loved ones when the primary breadwinner 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 and TPD. Should there be an unfortunate diagnosis of Cancer, 50% of the Basic Sum Assured will be payable in one lump sum, subject to the Survival Period of thirty (30) days.

Today, cancer is one of the most prevalent critical illnesses among Malaysians. This is evidenced by statistics from the Malaysia Health Ministry that about 100,000 Malaysians suffer from cancer at any one time, with breast cancer, colorectal cancer, lung cancer, cervical cancer and nasopharyngeal cancer being the most common types. In fact, it is estimated that one in four Malaysians will develop cancer by the age of 75. Hence, the inclusion of cancer benefits to the plan is indeed a timely measure.

In addition, ProtectValue also offers a No Lapse Guarantee within the first six (6) policy years from the Effective Date if the Account Value is less than or equal to zero (0) on the due date of the monthly policy fee and insurance charge subject to the terms and conditions.

“I am delighted that customers now have another option to insure their risk with our latest product, ProtectValue. We know that it is important to leave a legacy behind for your loved

ones and peace of mind with embedded cancer coverage. As you plan for your future and care for your loved ones, we do all we can to support you. We are committed to provide the best options for our customers as we work towards being the preferred life insurer of choice for all Malaysians,” said Mr Ramzi Toubassy, Chief Executive Officer, AmMetLife Insurance Berhad.

Dato’ Sulaiman Mohd Tahir, Group Chief Executive Officer, AmBank Group added: “We are proud to partner with AmMetLife in the distribution of ProtectValue to our customers, through our network of 174 branches and eight AmSignature Priority Banking centres. ProtectValue is available to individuals aged from 16 to 70 years old. We have received positive response from our customers since the soft launch and we are optimistic that ProtectValue will further strengthen our bancassurance and wealth management suites of products.”

Please visit the nearest AmBank Branch to know about ProtectValue. Alternatively, customers can learn more about ProtectValue at www.ammethlife.com or dial 1300 88 8800. AmMetLife customer service personnel will be happy to provide you with all the information needed to select the best plan that suits your needs.

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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 200 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.

For further information on AmMetLife Insurance Berhad, please contact Ms Lian Wai Bee, Head, Marketing at waibee.lian@ammethlife.com