



Media Release

15 August 2013

AmLife Introduces AmLife SecureGuard Plus, a Unique Endowment Plan that Offers Extended Coverage Option Without Extra Premium

AmLife Insurance Berhad (AmLife) today launched the AmLife SecureGuard Plus, a 21-year life insurance endowment plan with a distinctive feature, where no premium is required for the 10-year Extended Coverage Option.

Unlike other conventional plans, the Extended Coverage Option is unique to AmLife SecureGuard Plus. It allows customers to elect for an extended protection of 10 years upon the maturity of the policy without having to pay further premium after the completion of 21 years. This option is made available to customers at the point of purchase or at any time the policy is in force provided it is not later than 30 days before its maturity date.

This plan provides customers the flexibility to balance today's needs and plan for tomorrow's living simultaneously. "AmLife SecureGuard Plus is carefully crafted to offer customers an increasing protection coverage during their productive working years while at the same time, it allows them to choose to accumulate cash value with an extra 10-year protection for peace of mind," said Paul Low, Chief Executive Officer of AmLife Insurance Berhad.

The increasing coverage for death or total and permanent disability or 36 types of critical illnesses is built into the plan to ensure that customer's lifestyle and commitments are well protected. The sum assured increases by 100% every 7 years and up to 300% of the initial sum assured. On top of that, an additional 100% of initial sum assured will be paid out if death is caused by accident.

Another attractive feature of this 3-in-1 protection and savings plan is that it provides guaranteed cash payments starting from the end of its first policy year for 20 years. "Customers can always choose to withdraw the cash payments to celebrate major events in their life or to accumulate for retirement income supplement or as a gift to their loved ones," he added.

The entry age for this product starts from 30 days old up to 50 years old.

AmLife SecureGuard Plus is distributed through AmLife branches and its authorised life insurance agents nationwide.

About AmBank Group

Established in August 1975, AmBank Group is one of the largest banking groups in Malaysia by market capitalisation and comprises AMMB Holdings Berhad and its subsidiaries - AmInvestment Bank, AmBank (M) Berhad, AmIslamic Bank, AmGeneral Insurance Berhad, AmLife Insurance Berhad and AmFamily Takaful Berhad.

The Group provides a wide range of conventional and Islamic investment banking, commercial banking, retail financing and related financial services, which also include Islamic banking, underwriting of general and life insurance, takaful, stock, share and futures broking, investment advisory as well as asset, property and unit trust management.

AmBank Group's core philosophy incorporates a deep-seated commitment to the satisfaction of its wide range of customers, with numerous customer-driven initiatives woven into all forms of communication and interaction with all customer groups. The Group is committed to providing new and innovative products and services to its customers with its partnership with Australia and New Zealand Banking Group (ANZ), one of Australia's leading banks.

About AmLife Insurance Berhad

AmLife Insurance Berhad (AmLife) generates its business from a comprehensive range of life insurance and wealth protection solutions distributed through a combination of over 200 AmBank and AmLife branded branch offices, in addition to the strength of its authorised life insurance agents nationwide. It is among the major subsidiaries of AmBank Group, which is one of the largest banking groups in Malaysia by market capitalisation.

For further information on AmLife Insurance Berhad, please contact Ms Khor Pei Pei, Head of Corporate Communications & Marketing via email khor-pei-pei@ambankgroup.com