

HLA introduces new life product

KUCHING: Hong Leong Assurance Bhd (HLA) has added yet another product to its innovative line-up, following the launch of its new life product, the HLA Wealth Builder.

The HLA Wealth Builder and its five exclusive riders, Wealth Enhancer and LifeIncome Plus One, Two, Three and Four, is a ground-breaking product that is dedicated to providing valuable financial returns plus protection up to the age of 90.

“The plan gives you the privilege to mix and match its riders to create the income stream that you desire as different riders provide guaranteed yearly income at different stages of age. For instance, a combination of the basic plan with Wealth Enhance rider will give the policyholder guaranteed yearly income from as early as year one to age 90. The early cash can be put to good use or reinvested in the plan to earn extra dividends,” remarked Loh Guat Lan, group managing director and chief executive officer of HLA.

“While most life insurance plans require

lifetime payment, HLA Wealth Builder and its five riders provide the option to reduce the payment commitment to as short as six years. This makes the plan very unique as it not only offers short-term commitment but the guaranteed yearly income is long-term, that is until the age of 90,” she explained.

“The plan offers preserved value. Upon maturity, policyholders will not only receive a sizeable amount from their policy but will also benefit from the supplementary incomes generated from dividends. Altogether, policyholders may create a valuable legacy for their family,” she said.

Loh highlighted that there are momentous events like marriage, birth of a child or buying a new home and sometimes the unexpected also happens where we need to seek medical attention. In any such events, a lump sum of cash is needed. Understanding that need, the HLA Wealth Builder, Wealth Enhancer and LifeIncome Plus plans allow policyholders the flexibility

to advance a lump sum of cash from the next five years of their guaranteed yearly income. This facility provides financial assistance anytime when extra cash is needed.

“HLA Wealth Builder is the best gift that any parent can bestow upon their child. With a minimum entry age of one month, parents can now be rest assured that their child will enjoy sufficient coverage and at the same time be financially provided for their lifetime. Furthermore, they can also enjoy the Income Advance Facility where they have the privilege to advance a lump sum of cash for life’s key events such as university admissions, weddings, or child birth,” Loh commented. In addition to the Income Advance Facility, policyholders in their golden years who wish to lead a rewarding life can now do so without financial obligations. HLA Wealth Builder provides the option of withdrawing all the future guaranteed yearly income at age 60 or 75 for personal immediate usage, while staying protected.



NEW PRODUCT: The top management of Hong Leong Assurance proudly unveils the new product to the media at the official launch. Picture showing (from left) Eric Tan, head of strategic marketing and product development, Loh and Yong Lai Yin, general manager of Life Division.