

Publication : The Star
Date : 28 February 2021



 **HongLeong Assurance**

Trust


binds us together.

Trust to you is having someone to count on.
To us, it is being that someone.

For more details, kindly contact any of our friendly servicing agents, call us at **03-7650 1288** or visit www.hla.com.my

19820114849 (P4631-X)

Publication : Sin Chew
Date : 4 Mar 2021

 HongLeong Assurance



信任

让我们携手同进。

信任是生命的命脉，是一切幸福的基础。
被信任，是生命价值的实现。

欲知更多详情，敬请联系亲切友善的豐隆保險代理员，
拨电至 03-7650 1288 或浏览 www.hla.com.my

Publication : Bernama (EN)
Date : 5 Mar 2021
Online link : <https://www.bernama.com/en/business/news.php?id=1938027>

Hong Leong Assurance launches 'Trust, Legacy & Dedication' campaign



05/03/2021 12:53 PM

KUALA LUMPUR, March 5 -- Hong Leong Assurance (HLA) has launched its 'Trust, Legacy and Dedication' campaign which focuses on the protection needs of customers and their families at all times.

In a statement today, HLA said through this campaign, customers can strengthen the relationship with their subsequent generation via meaningful legacy inheritance.

"In simple terms, 'Trust, Legacy and Dedication' aptly mirrors HLA's hope to continue creating excellence in offering the best services and solutions for our valued customers, by being the most trusted insurance partner throughout their lives," it said.

HLA said the campaign will also provide customer confidence for the life insurance provider in offering revolutionary products and services that link the customers to their loved ones.

Publication : Bernama (BM)
Date : 5 Mar 2021
Online link : <https://www.bernama.com/bm/ekonomi/news.php?id=1938018>

Hong Leong Assurance lancar kempen "Keyakinan, Legasi dan Dedikasi"



05/03/2021 12:37 PM

KUALA LUMPUR, 5 Mac – Hong Leong Assurance (HLA) melancarkan kempen "Keyakinan, Legasi dan Dedikasi" yang memberi tumpuan kepada keperluan perlindungan diri dan keluarga pelanggan agar sentiasa dijaga setiap masa.

Dalam satu kenyataan hari ini, HLA berkata menerusi kempen itu, pelanggan boleh memperkukuhkan hubungan dengan generasi seterusnya melalui pewarisan legasi yang bermakna.

"Secara ringkasnya, 'Keyakinan, Legasi dan Dedikasi' mencerminkan dengan tepat harapan HLA untuk terus mencipta kecemerlangan demi menawarkan perkhidmatan dan solusi terbaik untuk pelanggan kami, sebagai rakan insurans paling dipercayai sepanjang hayat mereka," katanya.

HLA berkata kempen itu juga memberi keyakinan terhadap pelanggan berhubung dedikasi penyedia perkhidmatan insurans hayat itu dalam menyediakan produk revolusioner dan perkhidmatan yang sentiasa menghubungkan pelanggan dengan orang tersayang.

– BERNAMA

Publication : Sarawak Tribune
Date : 5 Mar 2021
Online link : <https://www.newsarawaktribune.com.my/hlas-new-campaign-continues-to-put-people-first/>

HLA's new campaign continues to put people first



HLA branding campaign banner.

KUCHING: Hong Leong Assurance (HLA) recently launched a campaign focusing on the three values of Trust, Legacy, and Dedication – with which their customers can easily connect and relate to them.

“With family taking utmost priority, our customers can always entrust us to ensure that their self and family’s protection needs are taken care of at all times. Customers can even strengthen the connection with their next generation by leaving a meaningful legacy behind.

“At all times, our customers can be rest assured of our dedication in providing them revolutionary products, services, and advisory excellence that will always connect them with their loved ones,” they said.

In essence, Trust, Legacy, and Dedication aptly reflect HLA’s growing ambition to relentlessly pursue excellence in offering the best service and solutions to their customers, as their trusted insurance partner for life.

HLA is continuously sharpening its digital capabilities to provide better customer experience. At the same time, they have not forgotten the power of human connection when engaging with customers.

“We understand our customers have their own values that they hold close to their heart. We realise these values are important to them and their family.

“We truly appreciate and embrace these values, and it is through recognising these values that we would be able to understand our customers and continuously put them first in everything we do,” they said.

For more information on the campaign, visit www.hla.com.my.

Hong Leong Assurance launches 'Trust, Legacy & Dedication' campaign

KUALA LUMPUR: Hong Leong Assurance (HLA) has launched its "Trust, Legacy and Dedication" campaign which focuses on the protection needs of customers and their families at all times.

In a statement yesterday, HLA said through this campaign, customers can strengthen the relationship with their subsequent generation via meaningful legacy inheritance.

"In simple terms, 'Trust, Legacy and Dedication'

aptly mirrors HLA's hope to continue creating excellence in offering the best services and solutions for our valued customers, by being the most trusted insurance partner throughout their lives," it said.

HLA said the campaign will also provide customer confidence for the life insurance provider in offering revolutionary products and services that link the customers to their loved ones.
- Bernama

HLA lancar kempen

KUALA LUMPUR: Hong Leong Assurance (HLA) melancarkan kempen "Keyakinan, Legasi dan Dedikasi" yang memberi tumpuan kepada keperluan perlindungan diri dan keluarga pelanggan agar sentiasa dijaga setiap masa.

Dalam satu kenyataan semalam, HLA berkata menerusi kempen itu, pelanggan boleh memperkukuhkan hubungan dengan generasi seterusnya melalui pewarisan legasi yang bermakna.

"Secara ringkasnya, 'Keyakinan, Legasi dan Dedikasi' mencerminkan dengan tepat harapan HLA untuk terus mencipta kecemerlangan demi menawarkan perkhidmatan dan solusi terbaik untuk pelanggan kami, sebagai rakan insurans paling dipercayai sepanjang hayat mereka," katanya.

HLA berkata, kempen itu juga memberi keyakinan terhadap pelanggan berhubung dedikasi penyedia perkhidmatan insurans hayat itu dalam menyediakan produk revolusioner dan perkhidmatan yang sentiasa menghubungkan pelanggan dengan orang tersayang.

- Bernama

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 **HongLeong Assurance**

Legacy

paves the way forward.

Legacy to you is a future secured for your loved ones.
To us, it is a promise in making sure that happens.

For more details, kindly contact any of our friendly servicing agents, call us at **03-7650 1288** or visit www.hla.com.my

1984/0014488 (445134)

豐隆保險提升數字設施 提供客戶最優質服務

数字化和电子商务的崛起颠覆了金融领域，包括人寿保险业的营运模式。丰隆保险持续提升数字设施与技能，以提供顾客更优质的服务体验。

同时，丰隆保险在与客户交流沟通方面依然注重人性化接触，本着“心手相连、以人为本”的原则为客户提供服务。该保险公司理解客户都把家人镌刻在心坎里，以维系家人凝聚力的价值观和信念。通过了解客户的价值观和信念，提供最佳服务，持续体现凡事以客户为中心的理念。

因此，丰隆保险启动了一系列品牌宣传活动，主要围绕着能够与客户产生共鸣的三大价值观——信任、传承和奉献。客户可以百分百“信任”他们，因为丰隆保险将确保顾



Trust

bind us together



Legacy

pave the way forward



Dedication


in helping you meet your life goals

客与其家人的需求时刻获得保障。客户也可以通过“传承”财富，为下一代铺路，让幸福延续至未来。此外，他们也用心守护爱的“奉献”，为客户提供创新产品、优质服务与专业意见，让客户与挚爱时刻都能心意相连。

简而言之，信任、传承和奉献充分体现了丰隆保险努力不懈、追求卓越的雄心壮志，以提供尊贵的客户们最优质的服务与解决方案，并成为他们最值得信任的保险合作伙伴。(JM)

 www.hla.com.my

Publication : Sin Chew
Date : 12 March 2021

 HongLeong Assurance




传承

是为下一代的未来铺路。

您坚信，代代传承，保障未来。
对他的承诺，信守一生。

欲知更多详情，敬请联系亲切友善的豐隆保險代理人，
拨电至 03-7650 1288 或浏览 www.hla.com.my

Publication : The Star
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HongLeong Assurance

Dedication

in helping you meet your life goals.

Dedication to you is putting your family first.
To us, it is our commitment to you and your family.

For more details, kindly contact any of our friendly servicing agents, call us at **03-7650 1288** or visit www.hla.com.my

HLA is a member of the Hong Leong Group of Companies

HLA campaign focuses on trust, legacy and dedication

PETALING JAYA: The rising popularity of digitalisation and e-commerce has reshaped the landscape of the financial industry, including the life insurance sector.

At Hong Leong Assurance (HLA), the insurer is continually sharpening its digital capabilities to provide better customer experience.

At the same time, it has not forgotten the power of human connection when engaging with its customers. "It is the values that connect us together," it said.

HLA said it understands its customers have their own values that they hold close to their hearts.

"HLA realises these values are important to them and their family. We truly appreciate and embrace these values, and it is through recognising these values that we would be able to understand our customers and continuously put them first in everything we do," the company said in a statement.

Hence, HLA recently launched a campaign focusing on the three values of "Trust, Legacy and Dedication", which customers can easily connect and relate to.

"With family taking utmost priority, customers can always entrust us to ensure that their self and family's protection needs are taken care of at all times," HLA noted.

Customers can even strengthen the connection with their next generation by leaving a meaningful legacy behind.

"At all times, our customers can be rest assured of our dedication in providing them revolutionary products, services and advisory excellence that will always connect them with their loved ones.

"In essence, "Trust, Legacy and Dedication" aptly reflect HLA's growing ambition to relentlessly pursue excellence in offering the best services and solutions to our esteemed customers, as their trusted insurance partner for life," it added.

Publication : Sin Chew
Date : 20 March 2021

 **HongLeong Assurance**



奉献

是为了实现人生目标。

无微不至的爱，是对家庭最完美的奉献。
由始至终，用心守候。

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