

For Immediate Release

HONG LEONG ASSURANCE COLLABORATES WITH MyEG TO BRING LIFE INSURANCE COVERAGE TO ALL MALAYSIANS

Kuala Lumpur, 8 September 2017 – Hong Leong Assurance (HLA) announced a partnership in collaboration with MYE.G. Services Berhad to offer its life insurance products via MyEG’s website. Officially launched at the end of August, HLA is offering the Enhanced Hospital Cash Refund initially, with more products forthcoming.

Enhanced Hospital Cash Refund is a hospitalisation income plan that will reduce your financial burden through a daily hospitalisation income benefit that increases annually. Among the special features included with this plan are a doubled payable benefit for overseas hospitalisation, a monthly living allowance upon accidental permanent disability, and a maturity benefit of 70% refund of total premiums paid.

“The partnership with MyEG is a strategic decision that fits very well with our long-term growth and expansion plans to make life insurance accessible to all Malaysians. The landscape of the insurance industry and consumer behaviour is changing rapidly with transformation led by digital technology. HLA is taking advanced steps in product marketing by moving from conventional platforms to a digital space.” said Group Managing Director and Chief Executive Officer of HLA, Loh Guat Lan.

She added that by adopting digital strategies and embracing change, HLA is on track to grow its customers’ protection needs, continuously deliver great services, and create valuable experiences for both its customers and agency force.

Wong Thean Soon, Group Managing Director of MYE.G. Services Berhad said, “We believe that this mutually beneficial partnership with HLA will provide our Malaysian customers with a convenient option for life insurance through our online platform. At the same time, we are able to enhance our product range in line with our mission of product expansion and continuous innovation.”

With this collaboration, getting coverage has never been quicker, easier, and more convenient. Customers who visit MyEG’s website at www.myeg.com.my can choose plans to suit their requirements and get the protection they need in just a few clicks.

For further enquiries, customers can contact MyEG Customer Service at +603 77801 8888 from 9am to 6pm, Mondays to Fridays or email help@myeg.com.my.

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About Hong Leong Assurance Berhad

Hong Leong Assurance Berhad (HLA) is one of the largest insurance companies in Malaysia. It is a well-established and respected Malaysian brand offering financial planning and protection solutions to meet the various needs of Malaysians at different stages of their lives. HLA has received numerous awards in recognition of its commitment to excellence, including the Most Valuable Brand Award of the Year by The BrandLaureate BestBrands Awards 2016-2017, and Domestic Life Insurer of the Year – Malaysia by the Insurance Asia Awards 2016.

HLA is one of Malaysia's leading domestic brands for financial planning and protection solutions, specialising in Life Insurance products and services.

About MyEG

MyEG, an MSC-status company listed on the Main Market of Bursa Malaysia Securities Berhad, is Malaysia's e-Government services provider. The Group's principal activities comprise of the development and implementation of e-Government services and the provision of other related services for the e-Government services projects. The Group's operations facilitate e-Government services between the public and various Government agencies, namely JPJ ("Jabatan Pengangkutan Jalan"), JIM ("Jabatan Insolvency Malaysia"), JPN ("Jabatan Pendaftaran Negara"), PDRM ("Polis DiRaja Malaysia"), DBKL ("Dewan Bandaraya Kuala Lumpur") and Jabatan Imigresen Malaysia.

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