

**For Immediate Release**

## **Hong Leong Assurance Awarded Domestic Life Insurer of the Year 2020**

*The Fifth Successive Win for the Insurer*

**Petaling Jaya, 7 Aug 2020** - Hong Leong Assurance (HLA) made an entry into the new financial year with a bang by bagging the coveted **Domestic Life Insurer of the Year – Malaysia** by Asian Banking and Finance's Insurance Asia Awards 2020. HLA is the first and only local life insurance company in Malaysia to retain the award for five consecutive times since 2016.

The Insurance Asia Awards 2020 is an initiative to honour leading insurance companies in Asia that embark on exceptional and innovative initiatives to engage with their customers, while successfully navigating their way around business and industry challenges.

"We truly feel honoured to be recognised as the Domestic Life Insurer of the Year for 2020," said Loh Guat Lan, Group Managing Director and Chief Executive Officer of HLA.

"This award reinforces HLA's position as the top domestic life insurer in Malaysia, as we continue to offer innovative financial solutions to meet the varied needs of the market. It is testament to HLA's outstanding achievements over the years as a trendsetter in delivering excellent service to our customers. This award is a collective effort, and I would like to thank all our agency force, bank partners and staff for their unwavering support. I would also like to express my gratitude to all our esteemed customers for choosing and trusting us as your preferred life insurer. I dedicate this award to all of them!" she added.

This award adds to the numerous accolades HLA has received over the years, namely the *Domestic Life Insurer of the Year – Malaysia* by Asian Banking and Finance Insurance Asia Awards in 2016-2019; the *Best Life Insurance Company – Malaysia* by International Finance Insurance Awards 2017-2019 and the World Finance Global Insurance Awards 2017 respectively; and *The Most Valuable Brand Award* by The BrandLaureate BestBrands Awards 2016-2017.

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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. Commitment to the customer is the key to HLA's success, where service is provided through a large network of branches, agents and brokers throughout the country as well as Bancassurance and alternative distribution channels.

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

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