For Immediate Release

Hong Leong Assurance Launches

HLA ASSET SECURE FLEX

All-In-One Plan For Individuals, Family & Business

Petaling Jaya, 10 Mar 2021 – The launch of Hong Leong Assurance (HLA) Asset Secure Flex recently proves to be a great advantage for customers looking for one plan to protect themselves, their family and their business.

At HLA, we understand that most people may not prioritise self-protection, especially if they have a family and business to take care of. HLA Asset Secure Flex is just the plan they need to safeguard themselves, and automatically secure the future of their family and business during unexpected times.

This investment-linked plan is ideal for those wanting coverage that can be personalised to match their protection needs and financial capability. Customers can now choose a **coverage term between 20 to 50 years**, with a **minimum sum assured of RM 500,000. They may even sign up as high as RM 8 million in coverage**, **without going through medical examination depending on their eligibility**! The plan also offers a **payment term as short as 6 years up to full policy term**, depending on one's affordability.

We also realise that life's circumstances can change over time and a great life insurance is one that is flexible enough to adjust to those changes. Hence, if an individual wishes for continuous coverage into the golden years, this plan can be **auto-extended, recurring every 5 years up to age 100 without underwriting**.

Sometimes, life throws us off guard with the diagnosis of cancer and critical illness, or disability due to an accident, or even old age disablement. Worry not, for this plan graciously offers a **supplementary monthly income** in the long run and **waives premium payment** to ease customers' financial commitments during these untoward times. The plan also safeguards individuals against **unexpected retrenchment** by offering **6 months of premium relief** of up to **RM 6,000**.

With natural disasters, especially flood, having the ability to cause absolute damage, this plan secures the future of a policyholder by offering an **additional 3 times coverage** up to RM 3 million in the event of an accidental death due to **natural disasters**.

All these benefits and more in one plan that is tailored to meet individual needs and preference, so that customers can continue to enjoy life-long protection with the peace of mind they deserve!

As Malaysia's leading local life insurer, HLA constantly has the best interest of our customers at heart. Our plans are meticulously crafted by keeping in mind customers' protection needs and financial capabilities in this current economic situation.

For more information, kindly contact any of our friendly servicing agents, call us at **03-7650 1288**, or visit any HLA branches nationwide. Alternatively, you can also log on to www.hla.com.my

Hong Leong Assurance Berhad 198201014849 (94613-X)
Level 3, Tower B, PJ City Development, No. 15A, Jalan 219, Seksyen 51A, 46100 Petaling Jaya, Selangor.
P.O. Box 120, 46710 Petaling Jaya.
Telephone 03-7650 1818 Fascimile 03-7650 1991 Service Tax ID W10-1808-32000886
Customer Service Hotline 03-7650 1288 Customer Service Hotfax 03-7650 1299

www.hla.com.my

###

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.

For more information, please contact:

Lim Eng Hoon	**Priya Rama**
Head of Strategic Marketing	Asst Manager, Corporate Communications
Tel : 603 7650 1713	Tel : 603 7650 1539
Fax : 603 7620 6755	Fax : 603 7620 6755
E-mail : ehlim@hla.hongleong.com.my	E-mail : PiriaLatha@hla.hongleong.com.my

Sun Lee Peng
Asst Manager, Corporate Communications
Tel : 603 7650 1730
Fax : 603 7620 6755
E-mail : PLSun@hla.hongleong.com.my