

*For Immediate Release*

## Hong Leong Assurance Launches **HLA CompleteCover Premier** Comprehensive Coverage For The Prime Years and Beyond

**Petaling Jaya, 16 Mar 2021** – Securing ample protection during one's prime years, and all the way into the golden age for retirement and legacy planning is now possible with Hong Leong Assurance (HLA) CompleteCover Premier, the latest investment-linked plan launched by the insurer recently.

At HLA, we understand that a great insurance plan is one that is flexible enough to adjust to the different stages of a customer's life over time. With individuals having the most commitment in the earlier part of their life, this plan effectively **protects their prime years** by offering an **additional 25% in coverage without underwriting** at every important milestones of life, namely for higher education, marriage and setting up of a business, or for every 3 years at any point of time in life.

In addition, depending on protection needs and level of affordability, individuals have the choice to select a coverage period ranging from age 60 to 100. Should they see a need to extend their coverage later on, it can be done hassle-free as the plan is **auto-extendable, recurring every 5 years up to age 100** without underwriting.

Most often, unexpected life events can cause immense distress both emotionally and financially. Worry not for this plan can be **fortified to protect** one against accidents, a comprehensive list of critical illnesses and old age disablement. Best of all, the plan provides an **additional coverage of 3 times** the sum assured up to RM 3 million in the event of accidental death due to a **natural disaster**.

What's more, the plan also protects against **unexpected retrenchment** by offering **6 months of premium relief up to RM6,000** to ease financial commitments and to ensure that coverage continues to remain active during this trying period.

Finally, as one enters the **golden years**, most of life's commitments would have been fulfilled, and it's time to enjoy life with a peace of mind. At this point, the plan provides individuals the option of either **maintaining their existing protection** or **doubling the coverage** without underwriting, regardless of their health condition, to leave a significant legacy for their family.

HLA CompleteCover Premier is truly one flexible plan that fulfils every need depending on individual life goals!

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](http://www.hla.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. 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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