

*For Immediate Release*

## Hong Leong Assurance New Campaign

### **TRUST | LEGACY | DEDICATION**

#### **Continues to Put People First**

**Petaling Jaya, 5 Mar 2021:** The rising popularity of digitalisation and e-commerce have reshaped the landscape of the financial industry, including the life insurance sector. At Hong Leong Assurance (HLA), we are continually sharpening our digital capabilities to provide better customer experience. At the same time, we have not forgotten the power of human connection when engaging with our customers. It is the values that connect us together.

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.

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

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

For more information on our campaign, kindly visit [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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