



SwissLife  
Global Solutions

# Network Partners Profile

RELIABILITY. FLEXIBILITY. SIMPLICITY. WE OFFER MORE THAN INSURANCE

## Hong Leong Assurance – Malaysia

- Founded in 1972
- A major player in Malaysia for life and health insurance, rated A by AM Best
- Service is provided through a large network of branches, agents and brokers throughout the country as well as banc assurance and alternative distribution channels employing over 600 full time staff in over 20 locations
- Member of the Swiss Life Network since 1995

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### Coverages & Products

#### Types of Employee Benefits

- ★ Group term life
- ★ Group accidental death & disablement
- ★ Disability lump sum (rider)
- ★ Group critical illness (rider)
- ★ Group hospital & surgical

★ Coverage available and poolable

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### Reliability

- Hong Leong Assurance (HLA) is a fully owned subsidiary of HLA Holdings Sdn Bhd (HLAH), which is wholly-owned by Hong Leong Financial Group Berhad, one of the largest publicly listed companies on the Kuala Lumpur stock exchange
- HLA is ranked within the top 5, with a market share of 10%
- Long-standing client relationship of average 5 years and 80% client retention rate

### Flexibility

- Customized plans for companies with min of 5 employees for Death / Disability / Critical illness cover and min of 11 employees for Hospitalization
- Attractive premium rates with flexible benefits

### Simplicity

- One dedicated point of contact for all local requests and inquiries
- Advice & Support, employees training & briefing, outsource services for hospitalization
- Excellent service and support to brokers, agents and clients