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Allianz Life's Kingmaker project to see new generation of professional agents

Kuala Lumpur, 8 October 2024 – Allianz Life Insurance Malaysia Berhad (Allianz Life) is setting new standards in the life insurance industry with its new Kingmaker project, designed to elevate the company to become the best-in-class insurer in Malaysia.

The Kingmaker project is at the heart of Allianz Life's strategy to take the next steps in cultivating a new generation of professional agents, with a target to double up overall business performance in the next five years. These agents will not only deliver unparalleled customer experiences but also play a crucial role in securing the future for Malaysians.

Allianz Life is providing its Allianz Life Changer with top-tier training and support, empowering them to excel in their roles. This includes specialised training such as the Pinnacle Excellence Programme with INSEAD, Allianz Masterclass with Sandro Forte and Kinder Brothers International Professional Patterns of Leadership, among others.

"The Kingmaker project also emphasises significant investments in digital tools and systems. Enhancements such as Allianz 360 for agents and MyAllianz for customers are designed to facilitate more timely, meaningful, and engaging interactions, ultimately boosting customer satisfaction," said Allianz Life Chief Executive Officer, Charles Ong, adding that the "Kingmaker initiative addresses the concerns voiced by our agents and customers."

"At Allianz Life, our customers are central to everything we do. We are committed to breaking down barriers, enhancing our attentiveness, and delivering exceptional service. We believe that achieving this requires advancing the professionalism and expertise of our agents."

In addition, Allianz Life is focused on developing sustainable products that cater to various life stages. Offerings like Allianz EverLink Plus and Allianz EverLink Signature provide high coverage protection to cater for different needs such as estate planning.

Further strengthening its commitment, Allianz Life has partnered with Allianz General Insurance Company (Malaysia) Berhad under the One Allianz campaign, which offers the One Allianz customers with exclusive benefits on eligible product purchases.

Allianz Life also provides individuals with a more secure and attractive option to enter the life insurance industry, with initiative such as the Allianz C.E.O. Programme. It is a specially crafted 24-

month programme to fast track the growth and path to success as a best-in-class Allianz Life Changer, with monthly financial support of up to RM12,000.

“When you join Allianz Life Changer, you’re not just starting a job – you are embarking on a career that empowers you to deliver personalised and impactful service to every customer,” Charles added.

Being an Allianz Life Changer means joining a vibrant community of passionate professionals and becoming part of a global network that values innovation, integrity, and the significant impact of financial security.

Reflecting the Company’s strong commitment to job security and career growth, Allianz Life achieved a remarkable 51.9% increase in recruitment in 2023. The number of new agents grew from 1,417 as of 31 December 2022 to 2,152 by the end of last year, bringing the total number of agents to 5,971.

For more details on Allianz Life Changer, visit [Allianz Life Changer - Allianz Malaysia](#)

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About Allianz in Malaysia

The investment holding company, Allianz Malaysia Berhad, a subsidiary of Allianz Asia Holding Pte. Ltd., has two insurance subsidiaries - Allianz General Insurance Company (Malaysia) Berhad ("Allianz General") and Allianz Life Insurance Malaysia Berhad ("Allianz Life"). Allianz General is one of the leading general insurers in Malaysia and has a broad spectrum of services in personal lines, small to medium enterprise business and large industrial risks. The GWP for general insurance business for financial year 2023 reached a mark of RM3.00 billion. Allianz Life offers a comprehensive range of life and health insurance and investment-linked products and for the financial year 2023, Allianz Life recorded a GWP of RM3.54 billion and is one of the fastest growing life insurers in Malaysia. Allianz Malaysia has 32 branches nationwide. In 2021, Allianz Malaysia won The Edge Billion Ringgit Club (BRC) Financial Services (below RM10 billion market capitalisation) award for the highest growth in profit after tax (PBT) over three years. The Company also bagged the Malaysia International Business Awards 2021 (Life Insurance category) and three awards at the Global Banking & Finance Awards: Insurance Brand of the Year Malaysia 2021; Best General Insurance Product Malaysia 2021; and Best Insurance Social Media Engagement Malaysia 2021. In 2020, Allianz Malaysia was awarded the Industry Excellence Award for financial services at the MSWG-ASEAN Corporate Governance Awards. The Company also ranked seventh amongst the Top 100 Companies for Overall Corporate Governance and Performance (by Rank) and 16th amongst the Top 100 Companies for Corporate Governance Disclosure (by Rank).

To learn more about Allianz Malaysia, visit allianz.com.my

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About Allianz

The Allianz Group is one of the world's leading insurers and asset managers with more than 126 million* private and corporate customers in more than 70 countries. Allianz customers benefit from a broad range of personal and corporate insurance services, ranging from property, life and health insurance to assistance services to credit insurance and global business insurance. Allianz is one of the world's largest investors, managing around 809 billion euros on behalf of its insurance customers. Furthermore, our asset managers PIMCO and Allianz Global Investors manage nearly 2.0 trillion euros of third-party assets. Thanks to our systematic integration of ecological and social criteria in our business processes and investment decisions, we are amongst the leaders in the insurance industry in the Dow Jones Sustainability Index. In 2021, over 155,000 employees achieved total revenues of 148.5 billion euros and an operating profit of 13.4 billion euros for the group.

**Including non-consolidated entities with Allianz customers.*


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