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Allianz Life, MFPC recognise 143 estate planners at a graduation ceremony

Kuala Lumpur, 1 October 2024 – Allianz Life Insurance Malaysia Berhad (Allianz Life) and the Malaysian Financial Planning Council (MFPC) celebrated the achievements of 143 qualifiers from the Professional Estate Planning Adviser Programme (PEPAP) at a recent graduation ceremony held at the Asian Institute of Chartered Bankers in Kuala Lumpur.

The event marked a significant milestone as Allianz Life recognised its latest cohort of certified estate planners. Over the past two years, the Company has seen a consistent number of agents graduating from its professional estate planning course. Whilst the numbers have remained stable, the focus has been on deepening the expertise of experienced agents.

"We have observed that our Allianz Life agents are becoming increasingly skilled in estate planning, which is an important value proposition for our clients," said Allianz Life Chief Executive Officer, Charles Ong.

"This growing familiarity is crucial as clients have become more conscious of the importance of estate planning, particularly in the aftermath of the COVID-19 pandemic," he added.

In 2020, Allianz Life and MFPC entered into a training services agreement, allowing Allianz Life agents to enrol in PEPAP and gain critical knowledge on integrating estate planning into their financial services. That same year, Allianz Life also partnered with RHB Trustees to offer trustee services, enhancing their ability to manage and protect clients' legacies.

These training programmes, coupled with increasing client awareness, have significantly boosted interest in Allianz Life's estate planning services.

Allianz Life's Annualised First Year Premium for estate planning business more than doubled to RM16.35 million in 2023, from RM7.60 million recorded in the previous year. This impressive growth reflects the increasing number of agents opting to undergo PEPAP, equipping them with the expertise to apply estate planning concepts. By enhancing their skills, the agents are now better positioned to meet the evolving financial needs of their clients and deliver the best service.

This expansion was also driven by Allianz Life's strategic focus on being a comprehensive solution provider for family estate planning. Key products in this initiative include Allianz EverLink Signature, Allianz EverLink Plus, and Allianz Legacy Plus.

"Our holistic approach to estate planning caters to the unique needs of each family we serve. This not only empowers our agents to engage effectively with clients but also reinforces Allianz Life's dedication to delivering exceptional protection and service," Charles added.

For more information about Allianz Estate Planners, please email allianzacademy@allianz.com.my

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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).

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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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