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## Allianz Life Changers celebrate first graduation at INSEAD Asia Campus

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**Kuala Lumpur, 3 March 2025** – Allianz Life Insurance Malaysia Berhad (Allianz Life) proudly marked a significant milestone with the graduation of its Allianz Life Changers from the prestigious Allianz Pinnacle Excellence Programme at the INSEAD Asia Campus in Singapore. This achievement underscores the Company's commitment to developing future-ready leaders in the insurance industry.

The two-day event on 23 and 24 February saw a total of 203 top performing agents from across the Asia Pacific region completed the programme, with Malaysia contributing the highest number of graduates at 95, followed by Thailand (29), Taiwan (25), Indonesia (24), China (15), the Philippines (10), and Sri Lanka (5).

The programme – which began in September 2024 – exemplifies Allianz Life's dedication to agent development and leadership excellence. Participation was determined through a rigorous selection process tied to the Allianz C.E.O. Programme. Candidates qualified under three categories: personal sales producers, recruiters, and agency managers.

Designed as a hybrid learning experience, the programme combined in-person and online sessions to maximise impact. Participants engaged in four key modules including Communication & Persuasion, Psychology of Customers, Self-Management and Entrepreneurial Mindset & Strategies.

Allianz Life Chief Sales Officer, Raymond Cheah said, "The Allianz Pinnacle Excellence Programme at INSEAD has been instrumental in equipping our agents with world-class skills in sales performance, leadership, and client servicing. By investing in continuous learning and development, we empower our agents to drive innovation and deliver exceptional value to customers."

This groundbreaking collaboration establishes Allianz Life as the first insurance company to partner with a globally renowned business school, reinforcing its strategy to attract and develop top-tier agents equipped with world-class business acumen.

Encouraged by the success of this cohort, Allianz Life plans to launch a second batch, with qualification criteria to be announced soon. This initiative further cements Allianz Life's commitment to fostering a new generation of leaders in the insurance industry.

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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](http://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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