

# HUSTLE CULTURE WITH A HEALTH FIRST MINDSET

LIFE as a business owner is as hectic as it gets. Entrepreneurs live and breathe their industries, unable to keep to a nine-to-five lifestyle.

This means they never get to switch off, resulting in the neglect of a crucial but often forgotten asset – their health and wellbeing. As the saying goes, good health is true wealth.

Items and assets can be replaced should the worst happen, but what entrepreneurs cannot replace is themselves. Getting sick equates to a substantial loss of productivity, ultimately affecting the bottom line.

For this reason, a main priority should be to take care of one's health and wellbeing, as well as having a contingency plan to keep your business going.

Recognising this, AIA Malaysia has embarked on a mission to provide comprehensive support and protection for small and medium-size enterprises (SMEs) – the backbone of Malaysia's economy – to assist them in securing their business legacies.

The leading insurance and takaful provider has rolled out A-Life Wealth Venture, a carefully curated protection plan to safeguard SME leaders from unforeseen risks while ensuring that their business' sustainability and potential for advancement remains intact.

AIA Malaysia describes A-Life Wealth Venture as a holistic solution that merges insurance with protection and proactive empowerment, which is suitable for all

## AIA Malaysia's A-Life Wealth Venture helps entrepreneurs achieve a healthy and sustainable future



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entrepreneurs – from small start-up businesses to established factory owners – enabling them to have the peace of mind to thrive professionally and personally.

Given that staying healthy is key for business longevity, AIA Malaysia's A-Life Wealth Venture's goal is to help entrepreneurs realise a future where health and suc-

cess coexist in harmony.

The newly launched plan transcends traditional insurance – embodying the ethos that a sustainable and prosperous business begins with a healthy entrepreneur.

A-Life Wealth Venture is a non-participating plan that offers high protection with a minimum

coverage of RM2mil and coverage terms that can be tailored to suit different needs.

The plan's key benefits also include:

> High non-medical limit: A simple application process with no additional medical requirements for coverage of up to RM8mil for applicants aged 16 to

50 years with no existing medical conditions.

> Pre-assessed financial quota: Flexibility to secure higher coverage in the future with just a simplified declaration on the financial and insurance coverage status in the next purchase.

Besides being a protection plan that covers unfortunate events, A-Life Wealth Venture showcases the depth and breadth of AIA's comprehensive health and wealth solutions to its valued customers.

Additionally, the plan offers an avenue for entrepreneurs to pursue a healthy lifestyle through AIA Vitality, a unique health and wellness programme by AIA.

By staying consistent in making healthier choices, the insured will be able to level up their Vitality status and unlock more insurance benefits under the plan.

For a limited time, AIA Malaysia is offering those who sign up for the A-Life Wealth Venture plan a 10% discount yearly on the premium payable from the second policy year onwards.



Scan QR code for more information on AIA Malaysia's A-Life Wealth Venture.