



**HEALTHIER, LONGER,
BETTER LIVES**

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Media Release

Futureproofing in a Post-Pandemic World: AIA Malaysia Introduces Total Wealth Solution to Enable Financial Stability for Malaysians

Kuala Lumpur, 1 June 2022 – Recent statistics have shown that Malaysians face various financial uncertainties since the pandemic. According to Bank Negara Malaysia, only 76 percent of households in the country have enough savings to cover three months of living expenses¹. At the same time, household debt in Malaysia has jumped to nearly RM1.38 trillion between 2018 and 2021 – a situation further worsened by the increasing cost of living². As a whole, Malaysians are currently taking on more debt and are withdrawing from their retirement funds, making it challenging for them to plan or save for their future.

Recognising that financial security is just as crucial as health for a better quality of life, AIA Malaysia today launches its **Total Wealth Solution** ecosystem to help Malaysians achieve Healthier, Longer, Better Lives.

The Total Wealth Solution ecosystem is designed to support Malaysians at every stage of their lives, through the pillars of **Plan Well**, **Live Well** and **Protect Well**. This is to empower them to inculcate healthy financial habits and make sound financial investments that will fulfil their long-term savings goals. The newly launched Total Wealth Solution is designed to complement the insurer's current Total Health Solution proposition which was launched in April 2021.

"It is undeniable that the pandemic has forever changed how we view our health and wealth, and we believe that both are equally important for a good quality of life. With the understanding of how Malaysians' needs have been reprioritised in the past few years, we have designed an end-to-end ecosystem that supports every part of our customers' lives," explains **Ben Ng, Chief Executive Officer of AIA Bhd.**

"With Total Wealth Solution, we want to help our customers **Plan Well** with financial planning tools and solutions that have been designed specifically to help them work towards a more stable future. And because health is wealth, we want our customers to **Live Well** with our unique health programme AIA Vitality, where they will be supported with the right tools, knowledge and motivation to practice a healthier lifestyle. Finally, customers will be able to **Protect Well**, through our comprehensive savings plans that come integrated with the expertise of AIA's Investment Management services," added Ben.

¹ [High debt, low pay](#), The Star Online, 2 April 2022

² [High debt, low pay](#), The Star Online, 2 April 2022

Total Wealth Solution has a wide range of insurance and takaful products that are designed to cater to customers' various financial needs, with the latest being a new wealth plan that focuses on future planning for children. **A-Life Wealth Treasure** is a comprehensive investment-linked insurance plan that ensures parents will have the necessary long-term savings to prepare for their children's future.

A-Life Wealth Treasure protects a child against total permanent disability and death with a minimum coverage of RM200,000 which will automatically double when the child is 25 years old. The plan also comes with accidental death benefit for the parent and rewards them when they start saving early for their child. It's a flexible plan that gives parents the option of withdrawing or topping up the investment amount based on their needs.

Additionally, as part of the Total Wealth Solution engagement and the insurer's efforts to tackle financial literacy among Malaysians, AIA has introduced WOW-LAO BRO. This cheeky and quirky personality aims to reach out to Malaysians and help them cultivate healthier financial habits through a series of digital engagements that will feature simple, everyday financial tips.

"We have seen in the past few months that our country has been transitioning well into the endemic phase, and as we return to some semblance of normalcy, we can again set our sights on rebuilding our future with confidence. With Total Wealth Solution, AIA will be a committed partner, empowering Malaysians from all walks of life to kickstart their journey to financial stability," says Ben.

For more information on AIA Malaysia's Total Wealth Solution and A-Life Wealth Treasure, visit www.aia.com.my/en/total-wealth-solution.html

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About AIA Malaysia

AIA Malaysia is part of AIA Group, the largest independent publicly listed pan-Asian life insurance group. Together, AIA Bhd., AIA PUBLIC Takaful Bhd., AIA General Berhad and AIA Pension and Asset Management Sdn. Bhd. have been serving Malaysians for over 72 years.

As one of the country's leading insurance and takaful providers, AIA Malaysia offers a wide range of innovative as well as comprehensive conventional and shariah-compliant solutions spanning Life and Health, Family Takaful, Employee Benefits, Motor, Personal Accident, Mortgage, Commercial Insurance and Retirement schemes that meet its customers' health, wealth and protection needs at every life stage.

Through its nationwide service centre network, a well-trained team of more than 2,600 employees, and dedicated and diverse distribution footprint comprising its 21,500 strong Life Planner force, exclusive bank partners, corporate sales team and brokers, AIA Malaysia remains committed to partnering its 4.3 million customers; supporting and helping them to live Healthier, Longer, Better Lives.

About AIA Group

AIA Group Limited and its subsidiaries (collectively "AIA" or the "Group") comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets – wholly-owned branches and subsidiaries in Mainland China, Hong Kong SAR, Thailand, Singapore, Malaysia, Australia, Cambodia, Indonesia, Myanmar, New Zealand, the Philippines, South Korea, Sri Lanka, Taiwan (China), Vietnam, Brunei, Macau SAR, and a 49 per cent joint venture in India.

The business that is now AIA was first established in Shanghai more than a century ago in 1919. It is a market leader in Asia (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$340 billion as of 31 December 2021.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia, AIA serves the holders of more than 39 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code “1299” with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: “AAGIY”).

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