

AXA AFFIN Life Insurance Launched Money Saver

*A plan that provides guaranteed
income, growth potential and protection*

AXA AFFIN Life Insurance launched Money Saver, its latest product to help Malaysians to diversify their savings for potential higher return and wealth accumulation towards achieving their financial goals.

During the unveiling ceremony, Ms. Grace Lee, Head of Marketing of AXA AFFIN Life Insurance Berhad shared, "Money Saver is a hybrid product specially designed with consumers' financial needs in mind. The plan only requires the customer to commit 5 years of regular savings. The short payment period will ease customers from long term premium commitment and this will help them in better financial planning. Money Saver provides a stream of guaranteed annual income up to 15 years starting from the end of first policy year. Customers are also given the opportunity to invest their guaranteed annual income and cash dividends into AXA AFFIN Life investment-linked funds for potential higher return."

"The guaranteed annual income, which is equivalent to 5% of the selected coverage amount, will be payable annually for 10 years to customers regardless of market conditions. It will then increase to 6% annually from year 11 onwards. Customers will have the choice of four investment-linked funds to choose from should they opt to invest the guaranteed annual income or cash dividend to maximise their financial growth. All four investment-linked funds have strong track records since inception including Active Balanced Fund which has demonstrated a net annualised return of above 10%." Ms Lee added.

Also present at the launch of Money Saver, Mr Quek Lai Seng, Chief Agency Officer of AXA AFFIN Life Insurance Berhad said "We believe that Malaysians generally have some form of savings. However with the rising inflation rate, we need to make our hard-earned savings work even harder. Money Saver is ideal for those who are looking for alternative solution that combines growth potential, guaranteed income and insurance protection into one plan. Our agency members are very excited with the introduction of this plan as they see that the unique features of Money Saver will help to meet the needs of their customers"

Mr Quek Lai Seng, also shared that AXA AFFIN Life's agents will be well equipped with comprehensive training before they approach any customer. "We want our customers to see our agents beyond the role of an insurance agent but as a wealth planner whom they can seek advice from on how to plan their future financially and how to diversify their savings and investment."

To find out more about Money Saver, visit www.axa-affin.com or call AXA AFFIN Life Insurance Berhad's customer care centre at 1300 88 1616.

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About AXA AFFIN in Malaysia

Incorporated in February 2006, AXA AFFIN Life Insurance Berhad (AXA AFFIN Life) is a joint venture company between AFFIN Holdings Berhad and AXA Group, a worldwide financial protection leader, which is headquartered in Paris. Leveraging on the AXA Group's strength as a financial protection expert and AFFIN Holdings' local knowledge and diversified network, AXA AFFIN Life is focused on helping individuals manage risk and achieve their financial goals. AXA AFFIN Life will strive to build close and lasting relationship with its customers, offering them care, support and advice with the highest standard of professional ethics.

This press release is also available on AXA AFFIN Life's web site:

www.axa-affin.com

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