

LEGACY PROTECTION PLAN

AIA PUBLIC LAUNCHES A-LIFE LEGASI PLAN

Customers can accumulate wealth while contributing back to community

KUALA LUMPUR

AIA Public Takaful Bhd recently launched the "A-Life Legasi" family takaful plan to help customers ensure the future of their loved ones.

Not only are customers able to protect and accumulate wealth with A-Life Legasi, the plan also provides an avenue for them to contribute back to the community by sharing their legacy with a charitable cause through its first-in-market A-Plus Infaq rider.

"While wealth protection is important to ensure a comfortable life, some people also believe that wealth is not merely about leaving behind adequate savings for

the family when you are no longer around," said AIA Public chief executive officer Elmie Aman Najas.

"It is about contributing and continuing to do good even in the afterlife. Hence, we are broadening our takaful benefits to not just help our customers address their evolving financial and protection needs but also enable them to give back to those in need. This is what it means by building and leaving your legacy," she said in a statement yesterday.

This syariah-compliant plan also acts as an estate-planning solution for customers, where it offers high protection with a minimum coverage of RM350,000 and pays up to 600 per cent of the

total sum covered in the form of hibah (gift) to their loved ones.

Additionally, A-Life Legasi customers can enjoy up to RM4 million coverage without undergoing any medical check-ups and will be covered for accidental death and death during haj or umrah pilgrimages, as well as total and permanent disability.

Another unique feature of A-Life Legasi is its "Akaun Legasi", which helps customers boost their savings by rewarding them for practising good financial habits and for reaching important milestones in their lives.

If customers make their contributions on time, an amount will be credited into their Akaun Legasi every two years, at the 20th year and at end of the certificate term.

Customers also have the option to enhance their protection and savings needs by adding a variety



(From left) Mercy Malaysia executive director Amran Mahzan, PB Trustee Services Bhd chief executive officer (CEO) Cheah Kuan Yoon, AIA Public Takaful Bhd CEO Elmie Aman Najas and National Cancer Society Malaysia general manager Michael Warren at the official launch of AIA Public's latest family takaful plan, A-Life Legasi, recently.

of optional riders to their A-Life Legasi plan, including protection against critical illness.

Besides accumulating and protecting their wealth, the plan enables them to share their wealth by channelling the takaful benefits to the community as part of the A-Plus Infaq rider.

The contribution or Infaq amount will be channelled to selected charitable causes via AIA Public's service provider, PB Trustee Services Bhd.

"In other words, our customers are provided with an avenue to distribute their wealth to their preferred charities in a simplified

and sustainable manner even after they are no longer around," said Elmie. "This then indirectly improves social participation which ultimately creates a positive impact on all members of the community."

To commemorate AIA Public Takaful's partnership with its charitable partners, the takaful operator donated RM10,000 to Mercy Malaysia and National Cancer Society Malaysia (NCSM).

The mock cheque was presented to Mercy Malaysia executive director Amran Mahzan and NCSM general manager Michael Warren at an event recently.