

*For Immediate Release*

## HLA CELEBRATES with **HIGH-FLYING AGENTS** at the **ANNUAL AWARDS PRESENTATION 2022**

**Kuala Lumpur, 1 November 2022** – Hong Leong Assurance (HLA) wrapped up its milestones of achievement with a bang at the recent Annual Awards Presentation (AAP) cum Gala Dinner held at the Genting International Convention Centre, to celebrate and honour the life insurer's top leaders and agents.

Themed "Excellence...Prominence To Preeminence", this year's event paid tribute to a total of 1,059 awardees for their outstanding achievement and contribution, after a hiatus of two years due to COVID-19. "The theme is befitting as it mirrors the spirit of excellence reflected by the prominent personalities receiving their awards tonight. We are proud of all their accomplishments despite the demanding business conditions," remarked Ms. Loh Guat Lan, Group Managing Director and Chief Executive Officer of HLA.

It was a night of gratitude, glitz and glamour, as each achiever went on stage to receive the highest honour at the top of their respective categories. This year's AAP was yet another year to be remembered for **Champion Agency Manager, May Lee** as she returned to win the title for an outstanding 15<sup>th</sup> consecutive year. May Lee also won the prestigious Top of The Table (TOT) award for the 20<sup>th</sup> time.

Joining her were other agency toppers, namely 'Champion Unit Manager' **Vincent Lee Woei Shiang**, 'Champion Master Builder Award' **Sam Wang Chok Guan**, 'Champion Agent' **Sylvia Lee Yee Lii** who also won the prestigious TOT award for the 5<sup>th</sup> time, and 'Champion Bumiputera Agent' **Norsamira Mohd Zooki**.

Expressing her appreciation to the achievers, Ms. Loh said, "It is indeed a momentous gathering of the best in HLA's agency force. They have each contributed their finest attributes to uphold HLA's position at where we are today – the leading and largest domestic life insurer. Together, we are committed to continuously offer excellence in solutions and service to fulfil our customers' needs, expectations and aspirations."

She also pointed out that more Malaysians seem to have realized the importance of life insurance coverage due to the uncertainties brought upon by the recent pandemic. "They now perceive insurance as a financial and protection pillar to lean on during trying times. This is definitely the right mindset. The industry's double-digit growth in 2021 is a testament to this heightened awareness. On our part, HLA will continue advocating and championing insurance as a life-securing tool to our customers and the public, in our mission of becoming their trusted life insurer of choice!" she added.

In the last financial year of 2021/2022, HLA achieved a solid performance of RM 3.17 billion in Total Gross Premium. The insurer attained significant milestones by becoming the only life insurance company to be awarded *Domestic Life Insurer of the Year - Malaysia* by Asian Banking and Finance Insurance Asia Awards for seven consecutive times since 2016, *Best Life Insurance Company - Malaysia* by International Finance Awards for five times between 2017-2019 and 2021-2022, as well as *Best Health Insurance Company - Malaysia* by International Finance Awards 2021.



**Photo Caption:**

Loh Guat Lan, Group Managing Director (GMD) and CEO of HLA (4<sup>th</sup> from left) and Koh Hoe Shin, Chief Distribution Officer (CDO) of HLA (2<sup>nd</sup> from right) with the champion achievers.

(L-R): Norsamira Mohd Zooki (Champion Bumiputera Agent); Sylvia Lee Yee Lii (Champion Agent); May Lee Sue Wee (Champion Agency Manager & Record Holder); Loh Guat Lan (GMD & CEO of HLA); Vincent Lee Woei Shiang (Champion Unit Manager); Koh Hoe Shin (CDO of HLA); and Sam Wang Chok Guan (Champion Master Builder Award).

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**About Hong Leong Assurance Berhad**

**Hong Leong Assurance Berhad (HLA)** is one of the largest insurance companies in Malaysia. It is a well-established and respected Malaysian brand offering financial planning and protection solutions to meet the various needs of Malaysians at different stages of their lives. Commitment to the customer is the key to HLA's success, where service is provided through a large network of branches, agents and brokers throughout the country as well as Bancassurance and alternative distribution channels.

HLA is also one of Malaysia's leading domestic brands for financial planning and protection solutions, specialising in Life Insurance products and services.

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