

For Immediate Release

HLA DELIVERS A GROUNDBREAKING RECORD WITH ITS MILLION DOLLAR ROUND TABLE QUALIFIERS FOR 2017

Kuala Lumpur, 18 January 2017 – Hong Leong Assurance (HLA), Malaysia's local life insurer of choice, celebrated the accomplishments of its Million Dollar Round Table (MDRT) 2017 recognition benchmark achievers. During a 2-day event held at Lexis Suites, Penang, the Company paid tribute to the achievements of their MDRT recognition benchmark qualifiers for 2017.

This year, HLA accomplished stunning results with a total of 235 agents qualifying for the MDRT 2017 recognition benchmark, an impressive increase of 60 percent from last year's 147 agents. Notably, this figure includes seven (7) Top of the Table (TOT) and six (6) Court of the Table (COT) achievers. With more than a twofold increase of TOT qualifiers from last year and a sharp hike in the total number of MDRT qualifiers, HLA is stepping up its game, making new records with the highest MDRT achievers in its history. In order to qualify for the TOT or COT, agents must achieve 6 or 3 times the MDRT production requirement respectively.

Among this year's 7 TOT qualifiers, May Lee Sue Wee is the shining star of HLA as this marks the 15th time that she has qualified for TOT, while also being a TOT Qualifying Life Member. Previously in 2012, she was also certified by MDRT USA and the Malaysia Book of Records as the 1st in Malaysia and 4th in South-East Asia to achieve TOT for the 10th time.

With just 2 ½ years in the industry, this marks the 3rd time that Jessie Wong Siaw Puie has achieved TOT. With the highest FYP of all the TOT qualifiers for 2017, Jessie is the rising star of HLA. Previously, she was also named Champion National AKARD Personal Diamond and Industry National Record Breaker 2016.

After achieving her 1st TOT last year, Wendy Chuah Pei Leng has qualified once again for TOT for the 2nd consecutive year. Previously, she has also qualified for 1 time COT and 1 time MDRT.

The remaining 4 TOT qualifiers are Cruz Wong Chung Hua, Sylvia Lee Yee Lii, Cindy Ng Zhi Yun, and Sammi Chong Poh Yee, all of whom are young and committed who have achieved COT in previous years. They have now levelled up in their career as TOT qualifiers for the first time.

Among HLA's COT qualifiers this year are Cherie Lai Poh Hwa, Eileen Looi Siew Lan, Jeff Phong Chin Siew, Jessie Lau Wai Lan, and Wang Ai Wee. Together, all the TOT and COT qualifiers represent a tremendous inspiration to both HLA and the industry with the amount of FYP that they have achieved.

During the awards recognition ceremony, Loh Guat Lan, Group Managing Director and Chief Executive Officer of HLA said, "My heartiest congratulations to all the MDRT benchmark achievers! Once again, you have shown us that success can only come from hard work and determination. By achieving this international recognition of excellence, you have elevated both yourself and HLA to a world-class stage reserved for those dedicated to providing their clients with the highest quality financial services."

She added, "I am extremely proud with the stellar MDRT achievements this year and I believe the culture of professionalism amongst our agency force in providing top notch services is the main factor to deliver such remarkable results. At HLA, we aim at developing our agents' core competencies via our bespoke training programmes, ensuring them to provide the highest level of service in a professional manner to our clients at all times. This has been crucial not only to the growth of MDRT achievements but also the company as a whole."

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Loh Guat Lan, GMD & CEO of HLA (seated 3rd from left in navy blue dress) and Tan Kheng Seng, GM of Agency Distribution (standing, 1st from left), pictured together with HLA's TOT and COT qualifiers for 2017.

Front Row Seated (L-R): Cindy Ng Zhi Yun (TOT); Jessie Wong Siaw Pueie (TOT); Loh Guat Lan (GMD & CEO of HLA); May Lee Sue Wee (TOT); Sylvia Lee Yee Lii (TOT); Cruz Wong Chung Hua (TOT)

Back Row Standing (L-R): Tan Kheng Seng (General Manager, Agency Distribution); Cherie Lai Poh Hwa (COT); Eileen Looi Siew Lan (COT); Sammi Chong Poh Yee (TOT); Wang Ai Wee (COT); Jeff Phong Chin Siew (COT)

About Hong Leong Assurance Berhad

Hong Leong Assurance Berhad (HLA) is Malaysia's largest local life insurance company. 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 services are provided through a large network of branches, agents and brokers throughout the country as well as Bancassurance and alternative distribution channels.

Awarded by Asian Banking and Finance during the Insurance Asian Award 2016 as Malaysia's Domestic Life Insurer of the Year, HLA is one of Malaysia's leading domestic brands, specialising in life insurance products and services.

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