

## NEWS RELEASE



*For Immediate Publication*

### ENJOY UP TO RM3,000 TAX RELIEF WITH PRUDENTIAL'S LATEST RETIREMENT PLAN

**Kuala Lumpur, 07 August, 2013** – In its endeavour to help Malaysians achieve their retirement aspirations, leading insurer **Prudential Assurance Malaysia Berhad (PAMB)** has rolled out the latest **PRUretirement reward** plan. The plan which has been revamped to meet the minimum standards in the Deferred Annuity Guidelines set by Bank Negara Malaysia will allow its customers to enjoy annuity tax relief of up to RM3,000 yearly until year 2021 as announced in the 2012 Budget Speech.

Commenting on the launch of the new **PRUretirement reward**, Fiona Liao, Chief Marketing Officer of PAMB said, “Prudential has been advocating the importance of retirement planning for a long time. The new **PRUretirement reward** is an example of our continuous effort in providing innovative solutions to help Malaysians close the gap for their retirement savings to ensure they are financially sound and ready for retirement.”

According to the latest report by the Department of Statistic Malaysia, the average life expectancy at birth for Malaysian in 2012 is 72.3 for male and 77.2 for female. Even with the new minimum retirement age of 60 which came into force 1<sup>st</sup> July this year, the average Malaysian will still have to put aside enough retirement funds that will last them for the next 12 to 17 years which many Malaysians are struggling to do so as a report by EPF has shown that most of the retirees in Malaysia deplete their EPF savings within the first three to five years of retirement alone.

With the new **PRUretirement reward**, customers can look forward to receiving a steady stream of monthly guaranteed income upon retirement for a minimum of 10 years as well as the option of having a multi-stage health protection that comes with health check-up benefit to ensure that they are well taken care of during their golden years. **PRUretirement reward** is available to anyone aged 19 to 65 next birthday.



For more information, please call **03-2116 0228** or log on to [www.prudential.com.my](http://www.prudential.com.my).

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### **About Prudential Assurance Malaysia Berhad**

Prudential Assurance Malaysia Berhad (PAMB) was established in Malaysia in 1924. For the financial year ended 31 December 2012, it achieved RM1.078 billion in new business sales. New business sales include both life insurance sales and takaful contributions. Takaful products distributed by PAMB's wealth planners and agents are underwritten by Prudential BSN Takaful Berhad.

As a leading and innovative insurer, PAMB serves the savings, protection and investment needs of Malaysians by offering a full range of financial solutions through its 43 branches nationwide. With approximately 1,400 employees, PAMB is committed to helping people achieve their ambitions for a brighter and financially secure future.

PAMB is an indirect wholly owned subsidiary of UK-based Prudential plc. Prudential plc is incorporated in England and Wales, and its affiliated companies constitute one of the world's leading financial services groups. It provides insurance and financial services through its subsidiaries and affiliates throughout the world. It has been in existence for 165 years and has £405 billion in assets under management (as at 31 December 2012).

Prudential plc is not affiliated in any manner with Prudential Financial, Inc., a company whose principal place of business is in the United States of America.

***This news release is issued by Perception Management Sdn Bhd on behalf of Prudential Assurance Malaysia Berhad. For more information, please contact Mr. Kelvin Boey or Ms. Tanzina Rahman on tel: 03-2166 0006 / 09, fax: 03-2166 0038, e-mail: [kelvin@perceptionmanagement.com.my](mailto:kelvin@perceptionmanagement.com.my) / [tanzina@perceptionmanagement.com.my](mailto:tanzina@perceptionmanagement.com.my), or mobile: 012-203 6081 (Kelvin) or 016-314 8305 (Tanzina)***