

## RM1.38t sum assured in life insurance sector

### INSURANCE

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KUALA LUMPUR: Future growth for the life insurance sector remains promising as the percentage of Malaysians with life insurance or takaful plans is still low at 54%, said Life Insurance Association of Malaysia president Toi See Jong.

The sum assured of the life insurance industry in Malaysia amounted to RM1.38 tril in 2017, a 6% increase from the previous year.

According to LIAM, 12.6 million life insurance policies were issued in 2017, which was slightly higher than in 2016.

"The healthy performance of the life insurance industry reflects the continued increase in awareness among Malaysians on the importance of insurance protection," LIAM said in a press statement on Wednesday.

Although the per capita sum assured increased from RM41,055 to RM42,992 over the course of the year, LIAM said it is still below the amount needed to support one family member in the event of the death or disability of the breadwinner.

"Based on 2012 Underinsurance Study in Malaysia undertaken by University Kebangsaan Malaysia and LIAM in 2013, the average mortality gap for each member of a family is about RM100,000 to RM150,000," it said.

Given that only 34 out of 100 Malaysians were insured, Bank Negara Malaysia together with LIAM, the Malaysian Takaful Association and Persatuan Insurans Am Malaysia have launched an affordable insurance scheme with the criteria of being affordable, accessible and simple.

Toi said several developments have made to offer better distribution channels to make insurance purchases easier.

He added that there is a more comprehensive customer service charter to introduce minimum industry standards for turnover times, as well as the introduction of a Balanced Scorecard for agents which will effect agents' remunerations based on their conduct and service.

## **Life insurance coverage in Malaysia rises to RM1.38 Trillion in 2017**

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KUALA LUMPUR (Feb 14): The life insurance industry saw insurance coverage rise 6% to RM1.38 trillion in 2017, from RM1.3 trillion a year ago, reflecting a continued rise in awareness about the importance of insurance protection.

Life Insurance Association of Malaysia (LIAM) said in a statement today that total number of insurance policies grew a marginal 0.1% to 12.6 million lives (counting lives with multiple policies as separate lives) in 2017, from 2016.

The per capita sum assured also climbed to RM42,992 in 2017, compared to RM41,055 in 2016.

However, LIAM said the 2017 per capita sum assured was still way below the amount needed to support one family member in the event of death or disability of the breadwinner.

“Based on 2012 Underinsurance Study in Malaysia undertaken by University Kebangsaan Malaysia and LIAM in 2013, the average mortality gap for each member of a family is about RM100,000 to RM150,000,” LIA said.

Total claims, meanwhile, rose 5.3% to RM10.1 billion in 2017, compared to RM9.7 billion a year ago, due to higher death and disability claims.

In terms of individual business, investment-linked business went up 19.4% in 2017 compared to 16.4% in 2016, while traditional business declined 22%, compared with a 20% growth in 2016. Group policies maintained a stable growth of 4.9% in 2017, versus 4.8% in 2016.

On new business total premium, the industry climbed 3.8% in 2017, with total premium volume hitting RM10.1 trillion.

Moving forward, LIAM president Toi See Jong said the life insurance sector remains positive, as the percentage of population with life insurance or takaful plans is still low at 54%.

“Taking into account policyholders with more than one life or takaful policies, only 34 out of 100 people are insured,” he said.

On that note, Toi emphasized that the affordable insurance scheme set up with Bank Negara Malaysia, Malaysian Takaful Association and Persatuan Insurans Am Malaysia last November, allows Malaysians to protect themselves with premiums or contributions, from a few ringgit a month onwards.

In addition, Toi said the balanced scorecard (BSC) framework effective January this year means a proportion of agents’ remuneration will be dependant on a number of factors, such as persistency, professionalism, advice given to customers and good service.

“This will be a major transformation to the life insurance experience for policyholders,” he added.

## **Life Insurance Industry Records Strong Growth In 2017**

Last update: 14/02/2018

KUALA LUMPUR, Feb 14 (Bernama) -- The life insurance industry continued its upward trend in 2017 with higher insurance protection for Malaysians, providing coverage amounting to RM1.38 trillion in sum assured for all policies combined.

In a statement today, the Life Insurance Association of Malaysia (LIAM) said, the amount was six per cent higher than the RM1.3 trillion recorded in 2016.

"The healthy performance of the industry reflects the increasing awareness among Malaysians on the importance of insurance protection," it said.

LIAM said the industry provided insurance protection to 12.64 million lives in 2017, a marginal increase of 0.1 per cent from the 12.63 million in 2016.

It said although the per capita sum assured rose to RM42,992 in 2017 from RM41,055 previously, it was still way below the amount needed to support one's family member in the event of the death or disability of the breadwinner.

"Based on the Underinsurance Study in Malaysia conducted by Universiti Kebangsaan Malaysia and LIAM in 2013, the average mortality gap for each member of a family is about RM100,000 to RM150,000," it said.

LIAM said the total premiums for new businesses grew by 3.8 per cent year-on-year (y-o-y) to RM10.11 trillion in 2017 from RM9.74 trillion previously.

The premiums for investment-linked businesses rose by 19.4 per cent y-o-y in 2017 compared with 16.4 per cent previously, while premiums for traditional businesses fell by 22 per cent y-o-y versus the 20 per cent growth in 2016, it said, adding that group policies maintained a stable growth of 4.9 per cent y-o-y from 4.8 per cent previously.

The premiums for investment-linked businesses rose by 19.4 per cent y-o-y in 2017 compared with 16.4 per cent previously, while premiums for traditional businesses fell by 22 per cent y-o-y versus the 20 per cent growth in 2016, it said, adding that group policies maintained a stable growth of 4.9 per cent y-o-y from 4.8 per cent previously.

Additionally, total in-force premiums in 2017 recorded a slight increase of 3.3 per cent y-o-y to RM36.6 billion from RM35.43 billion previously, it said.

LIAM said the life insurance industry also registered an increase of 5.3 per cent y-o-y in claims amounting to RM10.1 billion from RM9.7 billion previously, mainly contributed by higher death and disability claims.

Moving forward, LIAM President, Toi See Jong, said the outlook and prospect of the life insurance sector remained positive as the percentage of population with life insurance or takaful plans was still low at 54 per cent.

-- BERNAMA



Borneo Post  
Sabah –  
14 Feb 2018

# Life insurance industry records strong growth last year — LIAM

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LIAM

# PERATUS RENDAH

■ Sektor insurans hayat dijangka kekal tumbuh positif tahun ini

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Kuala Lumpur

**P**eratusan penduduk yang memiliki insurans hayat atau pelan takaful masih rendah dengan anggaran hanya 34 daripada 100 orang dilindungi insurans.

Ia bermakna sektor insurans hayat dijangka terus mengekalkan pertumbuhan positif pada tahun ini memandangkan peratusan penduduk yang mempunyai pelan perlindungan adalah masih rendah iaitu 54 peratus.

Presiden Persatuan Insurans Hayat Malaysia (LIAM) Toi See Jong berkata, unjuran berkenaan adalah dengan mengambil kira pemegang polisi yang mempunyai lebih daripada satu polisi insurans hayat atau takaful.

"Sebagai tindak balas kepada situasi ini, Bank Negara Malaysia (BNM) bersama LIAM, Persatuan Takaful Malaysia (MTA) dan Persatuan Insurans Am Malaysia (PIAM) melancarkan skim insurans Perlindungan Tenaga pada November lalu.



**FAKTA**  
Jumlah premium untuk perniagaan baru menokok 3.8 peratus dari tahun ke tahun

"Memfokus kepada tiga kriteria asas membabitkan mampu milik, senang dan mudah, ia membolehkan pemegang polisi melindungi diri sendiri dan keluarga dengan premium hanya beberapa ringgit setiap bulan," katanya dalam kenyataan di sini, semalam.

Sementara itu, bagi prestasi sektor insurans hayat pada tahun lalu, industri berkenaan meneruskan trend meningkat pada 2017 dengan menyediakan perlindungan insurans yang lebih tinggi bagi rakyat Malaysia, iaitu RM1.38 trilion berdasarkan kepada semua

gabungan polisi insurans.

Menurut LIAM, angka itu adalah enam peratus lebih banyak berbanding RM1.3 trilion yang direkodkan pada 2016, mencerminkan peningkatan kesedaran oleh rakyat Malaysia mengenai kepentingan perlindungan insurans.

"Industri juga memberikan perlindungan insurans kepada 12.64 juta nyawa pada 2017, naik 0.1 peratus daripada 12.63 juta yang direkodkan pada 2016," katanya.

Katanya, meskipun jumlah jaminan insurans per kapita naik kepada RM42,992 pada 2017 daripada RM41,055 sebelum ini, nilai itu masih jauh di bawah

amaun yang diperlukan untuk menyokong anggota keluarga sekiranya berlaku kematian atau hilang upaya dalam kalangan ketua keluarga.

"Industri insurans hayat turut mencatatkan peningkatan tuntutan 5.3 peratus dari tahun ke tahun kepada RM10.1 bilion daripada RM9.7 bilion, sebahagian besarnya disumbangkan peningkatan kematian dan tuntutan hilang upaya," katanya.

Selain itu, jumlah premium untuk perniagaan baru menokok 3.8 peratus dari tahun ke tahun kepada RM10.11 trilion pada 2017 berbanding RM9.74 trilion sebelum ini.



# Insurans hayat catat perlindungan RM1.38t

Oleh **NABILA YASMIN RAZIB**  
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■ **KUALA LUMPUR 15 FEB.**

**I**NDUSTRI insurans merekodkan jumlah perlindungan sebanyak RM1.38 trilion untuk tahun 2017, enam peratus lebih tinggi berbanding RM1.3 trilion yang direkodkan pada 2016.

Presiden Persatuan Insurans Hayat Malaysia, Jong See Toi berkata, tahun lalu industri itu turut merekodkan perlindungan insurans kepada 12.64 juta nyawa, naik 0.1 peratus daripada 12.63 juta yang direkodkan pada 2016.

Walaupun jumlah jaminan insurans perkapita naik kepada RM42,992 pada 2017 daripada RM41,055 sebelum ini, nilai tersebut masih jauh di bawah amaun yang diperlukan untuk menyokong anggota keluarga sekiranya, berlaku kematian atau hilang upaya dalam kalangan ketua keluarga.

“Berdasarkan Kajian Insurans Terkurang di Malaysia yang di-

jalankan oleh Universiti Kebangsaan Malaysia (UKM) dan LIAM pada 2013, jurang purata kematian bagi setiap anggota keluarga adalah kira-kira RM100,000 hingga RM150,000”, katanya dalam kenyataan di sini hari ini.

Tambahnya, jumlah premium untuk perniagaan baharu menokok 3.8 peratus dari tahun ke tahun kepada RM10.11 trilion pada 2017 berbanding RM9.74 trilion sebelum ini.

Menurutnya, premium bagi perniagaan berkaitan pelaburan naik sebanyak 19.4 peratus dari tahun ke tahun pada 2017 berbanding dengan 16.4 peratus sebelum ini, manakala

premium untuk perniagaan tradisional susut 22 peratus dari tahun ke tahun berbanding pertumbuhan 20 peratus pada 2016.

“Industri insurans hayat juga mencatatkan peningkatan tuntutan sebanyak 5.3 peratus dari tahun ke tahun kepada RM10.1 bilion daripada RM9.7 bilion, sebahagian besarnya disumbangkan oleh peningkatan kematian dan tuntutan hilang upaya.

## JUMLAH PERLINDUNGAN INSURANS HAYAT 2017

**6% lebih tinggi**  
berbanding RM1.3 trilion 2016

**RM1.38 trilion**

**Jumlah tuntutan naik 5.3%**  
Y-O-Y kepada RM10.1 bilion  
(RM9.7 bilion : 2016)

Peratusan bagi penduduk dengan insurans hayat atau pelan takaful masih rendah :

**54%**



“Peningkatan dalam kos penjagaan kesihatan adalah satu kebimbangan utama dalam industri kerana syarikat cuba untuk mengekalkan premium penjagaan kesihatan yang mampu dimiliki oleh semua,” katanya.

Beliau berkata, antara usaha yang dilaksanakan oleh industri untuk menguruskan kos perubatan yang semakin meningkat termasuk bekerjasama rapat dengan pelbagai pihak berkepentingan untuk memastikan bahawa premium penjagaan kesihatan terus kekal pada paras yang berpatutan.



**JONG SEE TOI**



## LIAM: 2017寿险投保总额1.38兆

大马人寿保险公会 (LIAM) 表示, 寿险领域在2017年续呈上升趋势, 投保总额提高6%, 至1.38兆令吉。

寿险公会通过一项文告指出, 随著大马人如今可从保险获得更大的保障, 所有保单的投保总额从2016年的1.3兆令吉增加6%, 至1.38兆令吉。

同时, 该公会也说, 寿险领域的良好表现, 反映大马人对投保重要性的觉醒意识持续提高。

冼书涌

整体来说, 寿险领域在2017年的受保人是1260万人, 比2016年增加1万1978人。

「2017年的人均保费也从2016年的4万1055令吉增至4万2992令吉。」但寿险公会强调, 即使人均保费达到4万2992令吉, 但当投保人的某家人去世或残疾时, 这仍不足以弥补他所需要的金钱援助。

据马来西亚国民大学和寿险公会在2013年进行的一项调查显示, 家庭成员死亡的平均赔偿金, 与所需金额的差距是10万令吉至15万令吉。在新保单方

面, 总保费在2017年增长3.8%, 至10兆1190亿令吉。

个人保单而言, 寿险公会披露, 投资连结保单的表现好于传统保单。投资连结保单增加19.4%, 而传统保单则减少22%, 集体保单保费增长4.9%。

此外, 寿险领域所支付的赔偿金, 从2016年的97亿令吉上升5.3%, 至101亿令吉。这些赔偿金主要来自较高的死亡率和残疾个案。寿险公会也指出, 医疗成本提高乃寿险业的最大隐忧, 因为各企业希望医疗保费可保持在可负担水平。

展望将来, 寿险公会会长冼

书涌表示, 寿险领域的前景依然正面, 拥有寿险和伊斯兰寿险保单的人口仍保持在偏低的54%。基于一些人持有超过一份保单, 整体上, 每100人中只有34人已经投保。

「为了应对这项挑战, 国家银行与寿险公会及其他保险机构, 在去年11月联手推出一个可负担保险计划。」

值得一提的是, 寿险领域从今年1月起为保险代理推出平衡计分卡 (BSC)。在新框架下, 保险代理的薪酬取决于数个因素, 比如专业程度、给予客户的建议 and 良好服务等。

Utusan Malaysia –  
15 Feb 2018



## Insurans hayat catat perlindungan RM1.38t trilion



JONG SEE TOI

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