

Takaful and Value Based Intermediation (VBI)

*6th MFPC International Conference
on Islamic Wealth Management & Financial Planning
“Financial Consumer Protection and Value Based Intermediation”*

Presented by:

Afdzal Al-'Adli Husni Husin

Head of Product Marketing
AIA PUBLIC Takaful Bhd



25%

EXPECTATION ON TAKAFUL

- Evolving market expectations, technology and regulatory developments
- Necessary reforms to business models and strategies are needed in delivering the value propositions of takaful to ensure long term **SUSTAINABILITY**, with differentiated protection solutions compared to conventional.



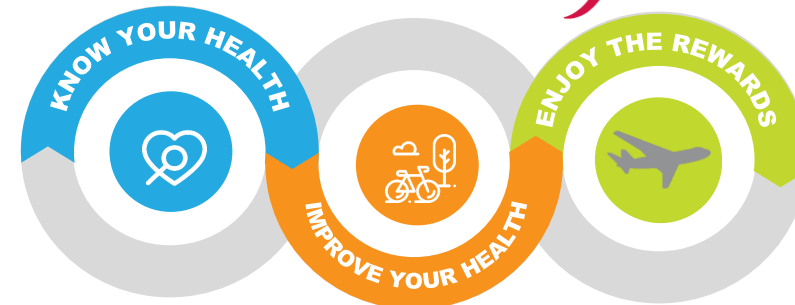
1 ENRICHING THE COMMUNITY



**Promote better living,
helping customers to qualify
for coverage or find alternatives,
assist claimants to rehabilitate
their lives**

Encourage people to live a healthier lifestyle
via continuous engagement

AIA Vitality



HEALTHIER, LONGER, BETTER LIVES

We are here for our customers not
'one day' or 'just in case' but
EVERY DAY

What is AIA Vitality?

AIA Vitality is a health programme that rewards your healthy choices. It empowers you with the knowledge, tools and motivation to achieve your health goals.

HOW IT WORKS

AIA Vitality motivates you to make healthy choices through a sustainable and continuous 3-step cycle



Understand your current health status and discover your AIA Vitality Age.

You will also earn AIA Vitality Points by completing health assessments and health checks.

Set your health goals and engage in healthy activities, like exercising and eating right.

You can earn more AIA Vitality Points to move up your AIA Vitality Status.

Enjoy fantastic rewards as you progress. The higher your AIA Vitality Status, the greater your rewards.

How does AIA Vitality help you?

Modern lifestyle has contributed to the rise in major health issues. AIA Vitality actively supports and rewards you to make better lifestyle choices and achieve your health goals.

AIA Vitality helps you manage



that lead to



which cause

50%
of deaths worldwide

AIA Vitality App



Vitality Weekly App



AIA Vitality Member Benefits and Rewards*



ONLINE WELLNESS TOOLS

AIA Vitality Health Reviews
Mental Wellbeing Assessment
AIA Vitality Nutrition Assessment

**AIA Vitality
Member
Portal**

HEALTH SCREENINGS

AIA Vitality Express Health Check
RM3

guardian

AIA Vitality Health Check
50% off

Advanced Screenings
20% off

Vaccinations
10% off

Dental Assessment
50% off

AIA Vitality Nutrition Consultation
RM20



FITNESS ASSESSMENT

Fitness Explorer Test
FREE



HEALTHYFOOD™

Fresh Fruits and Vegetables
10% off
@Jaya Grocer



GYM & FITNESS

Gym Membership
Up to 50% off



FITNESS DEVICES

Selected Devices
Up to 25% off



HEALTHY GEAR

All Reebok merchandise
25% off
@Royal Sporting House



SMOKING CESSATION

Smoking Cessation
Programme
RM150
cash voucher



AIRLINES

Flights
Up to 50% off



AIA VITALITY INSURANCE BENEFITS

Extra insurance benefits
on selected insurance
and Takaful plans



HOTELS

Rooms
Up to 50% off



RETAIL

Air+Surface Sterilizers
25% off



AIA VITALITY WEEKLY CHALLENGE

Earn up to 2 Rewards per month
(e.g. FREE TGV Cinemas movie
pass, RM10 e-voucher)
Terms and conditions apply



AIA VITALITY & TAKAFUL



AIA Vitality



Points for
sleeping



Stay active

TAKAFUL



Takaful benefits &
rewards



Digital health

Vitality Integrated Products



2 VALUABLE COVERAGE



Coverage fine tuned to the needs of participants in different segments.

Hibah Takaful as estate planning for affluent & high net worth segment



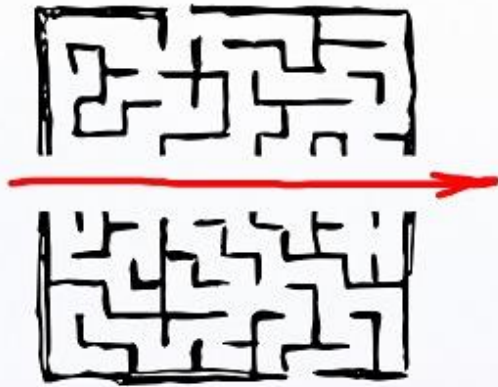
Affordable coverage via Perlindungan Tenang for B40 & Mass Segment



Tie up with hypermarket to provide monthly groceries for family

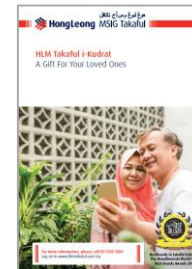


3 EASY TO UNDERSTAND



Easy to understand product features, benefits, exclusions & conditions.

Simple Plan – without the complexity of Investment-linked features and business rules



4 SIMPLE CLAIM PROCESS



Clearly defined & easy to understand claims coverage terms and process.



Only burial certificate required for funeral expenses. Paid within 24h



Digital medical wallet & paperless medical claims submission



Claims submission 100% online.
To claim Hospital Benefit, only submit pictures of IC & Discharged Note

5 ACCESSIBLE



Actively engage participants and expand outreach to all segments.

Giving back to community via waqf endowment model



Contribute money to pay coverage for hardcore poor and poor families



A plan specifically designed for the needs of OKU



Agro Nurani

24/7 access to customer



FUNDAMENTALS OF VALUE-BASED FOR TAKAFUL



**Enriching
The
Community**



**Valuable
Coverage**



**Easy To
Understand**



**Simple
Claims
Process**



Accessible



AFDZAL AL-'ADLI HUSNI HUSIN

Head Of Product Marketing

AIA PUBLIC Takaful Bhd

Email: AfdzalAl-AdliHusni.Husin@aiapublic.com.my

Tel No: +60 19 265 5014