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Allianz Life unveils Allianz EliteChoice, a new comprehensive insurance solution for SMEs

Kuala Lumpur, 27 March 2025 – Allianz Life Insurance Malaysia Berhad (Allianz Life) has introduced Allianz EliteChoice, a competitive and comprehensive insurance plan designed for small and medium enterprises (SMEs).

Designed to provide competitive coverage for employee groups ranging from three to 350 employees, Allianz EliteChoice offering flexibility to meet the diverse needs of modern businesses.

In a landscape where employee benefits play an increasingly vital role in attracting and retaining top talent, Allianz EliteChoice stands out by offering extensive life and health coverage, ensuring SMEs can provide their employees with essential financial and healthcare protection.

"Allianz EliteChoice is a forward-thinking solution that reflects our dedication to helping businesses stay competitive while providing their employees with the best possible protection," Allianz Life Chief Executive Officer, Charles Ong said.

"This product offers a comprehensive range of benefits at an affordable price, ensuring both employers and employees can enjoy peace of mind," he added.

The Company recognises that SMEs require adaptable and cost-effective insurance solutions to stay competitive in today's market, thus, Allianz EliteChoice incorporates the latest in health and life insurance offerings, including several market-leading features designed to cater to diverse business needs and employee expectations.

These new features come at a time when more employers are seeking enhanced employee benefits, especially in the areas of healthcare, mental health, and advanced diagnostics.

Allianz EliteChoice key features and benefits include:

1. Group Hospitalisation and Surgical (GHS)

- a. High Room & Board limit of up to RM600
- b. Overall Annual Limit of up to RM500,000
- c. Coverage for in-patient mental illness treatment
- d. Genomic testing for cancer, ensuring access to advanced diagnostic technologies

2. Group Outpatient Clinical (Optional Rider to GHS)

- a. Comprehensive coverage for both General Practitioner and Specialist consultations

- b. Mental illness treatment coverage and direct access to paediatricians

3. Group Dental (Optional Rider to GHS)

- a. Annual dental coverage limits of RM300 and RM400

4. Group Term Life

- a. Coverage includes death, Total and Permanent Disability, Partial and Permanent Disability, and Accidental Death and Disablement
- b. Optional riders offer enhanced coverage for Critical Illness, including accelerated and additional benefits, as well as repatriation of mortal remains

For more information on Allianz EliteChoice, visit [Allianz EliteChoice](#) or talk to Allianz Life authorised agent today.

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About Allianz in Malaysia

The investment holding company, Allianz Malaysia Berhad, a subsidiary of Allianz Asia Holding Pte. Ltd., has two insurance subsidiaries - Allianz General Insurance Company (Malaysia) Berhad ("Allianz General") and Allianz Life Insurance Malaysia Berhad ("Allianz Life"). Allianz General is one of the leading general insurers in Malaysia and has a broad spectrum of services in personal lines, small to medium enterprise business and large industrial risks. The GWP for general insurance business for financial year 2023 reached a mark of RM3.00 billion. Allianz Life offers a comprehensive range of life and health insurance and investment-linked products and for the financial year 2023, Allianz Life recorded a GWP of RM3.54 billion and is one of the fastest growing life insurers in Malaysia. Allianz Malaysia has 32 branches nationwide. In 2021, Allianz Malaysia won The Edge Billion Ringgit Club (BRC) Financial Services (below RM10 billion market capitalisation) award for the highest growth in profit after tax (PBT) over three years. The Company also bagged the Malaysia International Business Awards 2021 (Life Insurance category) and three awards at the Global Banking & Finance Awards: Insurance Brand of the Year Malaysia 2021; Best General Insurance Product Malaysia 2021; and Best Insurance Social Media Engagement Malaysia 2021. In 2020, Allianz Malaysia was awarded the Industry Excellence Award for financial services at the MSWG-ASEAN Corporate Governance Awards. The Company also ranked seventh amongst the Top 100 Companies for Overall Corporate Governance and Performance (by Rank) and 16th amongst the Top 100 Companies for Corporate Governance Disclosure (by Rank).

To learn more about Allianz Malaysia, visit allianz.com.my

Facebook: facebook.com/AllianzMalaysia/ | Instagram: instagram.com/allianzmalaysia/

LinkedIn: linkedin.com/company/allianzmalaysia/

About Allianz

The Allianz Group is one of the world's leading insurers and asset managers with more than 126 million* private and corporate customers in more than 70 countries. Allianz customers benefit from a broad range of personal and corporate insurance services, ranging from property, life and health insurance to assistance services to credit insurance and global business insurance. Allianz is one of the world's largest investors, managing around 809 billion euros on behalf of its insurance customers. Furthermore, our asset managers PIMCO and Allianz Global Investors manage nearly 2.0 trillion euros of third-party assets. Thanks to our systematic integration of ecological and social criteria in our business processes and investment decisions, we are amongst the leaders in the insurance industry in the Dow Jones Sustainability Index. In 2021, over 155,000 employees achieved total revenues of 148.5 billion euros and an operating profit of 13.4 billion euros for the group.

**Including non-consolidated entities with Allianz customers.*

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