

Allianz Malaysia Berhad (197201000819)

Dear Editor,
[For immediate release:](#)

Allianz Life introduces HealthCover Prime to address Malaysia's critical illness income gap

Kuala Lumpur, 10 August 2026 – Allianz Life Insurance Malaysia Berhad (Allianz Life) has launched HealthCover Prime, a new critical illness solution designed to help Malaysians address one of the most overlooked financial challenges of serious illness, which is the loss of income during recovery.

While many people focus on the cost of medical treatment, the financial impact of a critical illness often extends far beyond hospital bills. Time away from work, reduced income and ongoing financial commitments can place significant strain on individuals and families, even when medical costs are covered by insurance.

According to the Bank Negara Malaysia's [Financial Capability and Inclusion Demand Side Survey 2024](#), only 37% of Malaysians said they could cover their living expenses for more than three months if their income was interrupted.

Critical illness is also not limited to older adults. Conditions such as cancer, heart attack and stroke can affect people during their working years, often when they are supporting families, repaying loans and building for the future.

As advances in healthcare continue to improve survival rates, more Malaysians are living longer after a serious illness. However, recovery can be a long journey, with some conditions requiring ongoing care or even recurring after treatment.

This underscores the importance of critical illness protection alongside medical coverage. While medical insurance helps cover hospitalisation and treatment costs, a critical illness can have broader financial consequences that extend beyond medical bills. Loss of income, prolonged recovery periods and ongoing financial commitments can place significant strain on individuals and families.

Allianz Life Chief Executive Officer, Giulio Slavich said, "Today, the conversation around critical illness is no longer just about survival. It is about how individuals and families navigate the months

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and years that follow a diagnosis. Recovery can be physically, emotionally and financially demanding, particularly when income is interrupted.

“HealthCover Prime was developed to address these realities by providing broader financial support throughout the recovery journey, including protection against recurring critical illnesses and other serious health events,” he added.

Recognising that recovery is rarely a one-time event, HealthCover Prime allows customers to make multiple claims across the same or different critical illness categories through its Multi-Pay Benefit. The plan also includes a Recurrence Benefit, providing additional financial support if advanced-stage cancer, heart attack or stroke recurs.

In addition, HealthCover Prime* offers:

- **Gender Specific Cancer Benefit:** Providing an additional payout for advanced-stage breast cancer and prostate cancer.
- **Catch All Booster Benefit:** Offering support for eligible Intensive Care Unit admissions and hospitalisations due to surgery or infection, even when no critical illness claim has been made.
- Total potential payouts of up to 635% of the insured amount, helping customers stay financially protected not only when a critical illness occurs, but throughout recovery and beyond.

To mark the launch of HealthCover Prime, Allianz Life is introducing a limited-time promotional campaign for eligible customers. Eligible customers who purchase HealthCover Prime Plan 1 will receive the Recurrence Benefit and Gender Specific Cancer Benefit on a complimentary basis. While these benefits are generally available only under Plan 2, eligible customers will be able to enjoy enhanced protection at no additional cost.

Running from 10 August to 31 August 2026, the campaign is available to the first 3,000 eligible customers who purchase HealthCover Prime Plan 1 during the period, or until the campaign allocation is fully utilised, whichever comes first.

HealthCover Prime was introduced at the Allianz Health Festival 2026, attended by over 500 Malaysians, underscoring the increasing importance consumers place on both health protection and financial preparedness in the face of rising health challenges.

For more information on HealthCover Prime, visit [HealthCover Prime](#)

**Terms and conditions apply*

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About Allianz in Malaysia

Allianz Malaysia Berhad ("Allianz Malaysia"), an investment holding company and a subsidiary of Allianz SE, operates through 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, offering a broad range of services across personal lines, small to medium enterprises, and large industrial risks. For the 2025 financial year, Allianz General's Gross Written Premiums (GWP) reached RM3.68 billion. Allianz Life offers a comprehensive range of life and health insurance products, as well as investment-linked products. For the 2025 financial year, Allianz Life recorded a GWP of RM4.01 billion, making it one of the fastest-growing life insurers in Malaysia. Allianz Malaysia operates 30 branches nationwide. In 2025, Allianz Malaysia received the Overall Excellence Award and a ranking of 9th among the Top 10 at the National Corporate Governance & Sustainability Awards 2025. Allianz Malaysia was also the Winner of the Women At Work & Leadership category at the Life at Work Awards by TalentCorp. Allianz General was named General Insurance Company of the Year at the 29th Asia Insurance Industry Awards 2025.

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

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About Allianz

The Allianz Group is one of the world's leading insurers and asset managers with around 97 million customers* in nearly 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 764 billion euros** on behalf of its insurance customers. Furthermore, our asset managers PIMCO and Allianz Global Investors manage about 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 among the leaders in the insurance industry in the Dow Jones Sustainability Index. In 2025, over 156,000 employees achieved total business volume of 186.9 billion euros and an operating profit of 17.4 billion euros for the Group.

*Customer count reflects Allianz customers in consolidated entities that are part of the customer reporting scope only.

** As of December 31, 2025.

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