

It has been more than 130 years since the foundation of the Tokio Marine Group in 1879 as the first insurance company in Japan. Today, the company is present in 37 countries and regions with operations across 456 cities.

One of the world's leading insurance solution providers for marine cargo, engineering, personal and life insurance, Tokio Marine Life Insurance Malaysia Bhd understands that customers have varying needs, are at different stages of life and require financial security.

According to a recent protection gap study in Malaysia commissioned by the Life Insurance Association of Malaysia, Malaysians are generally under-insured compared with their peers in countries in the Asian region such as Singapore, Hong Kong, South Korea and Japan.

Today, life insurance and family takaful provides insurance protection for only 55.5% of the total population, meaning Malaysians are generally unprepared for rainy days.

"It is important to bridge this protection gap by offering products and services that make sense as well as allow people easy access to insurance," says Toi See Jong, chief executive officer of Tokio Marine Malaysia.

With uforlife.com.my, Malaysians are now able to purchase life insurance online and be protected instantly via an e-Policy.



The U for Life online insurance platform makes protecting yourself and your loved ones easy.

Simple online insurance

Effective solution

The U for Life insurance platform is an innovative solution and the result of a strategic partnership between Tokio Marine Life Insurance Malaysia Bhd and U for Life Sdn Bhd.

Many people cite the buying process and lack of product understanding as main reasons for not being adequately insured.

The pioneer online insurance platform is designed to offer a simple, instant and affordable way to buy life insurance online.

Tokio Marine Malaysia is the underwriter and works with Hannover Re, the third largest reinsurer in the world in this collaboration.

U for Life has registered more than RM165mil in sums assured since its soft launch in May this year.

This signals a growing acceptance among Malaysians

for purchasing life insurance online.

Due to this encouraging response, Tokio Marine is continuing to create greater awareness about the importance of life insurance and get more Malaysians to sign up for their very first life insurance policy.

Timely modern platform

"As customer purchase behaviour changes over time with greater use of technology, online life insurance comes in to fill in the gap in the local market. Malaysians are ready to accept online insurance platforms from which to buy life insurance," says Toi.

He explains that signing up for a life insurance policy through U for Life is easy - it takes about 10 minutes to answer a set of simple questions before you are all set up.

The policies offered by U for Life are affordable with monthly payments as low as RM9.85 for a

RM100,000 coverage, depending on your age and risk factors.

Assistance is also readily available on the U for Life platform via an interactive chat feature.

According to Toi, besides benefiting consumers, the platform is a convenient tool that Tokio Marine Malaysia's insurance agents and bank partner RHB can use to

reach out to potential customers and increase productivity.

"I am confident that our strategic collaboration with U for Life will offer real value to Malaysians as well as our business partners and, of course, our agents," he says.

■ For more information about U for Life, visit uforlife.com.my



Toi See Jong

Easy steps to owning affordable life insurance:

Step 1	Go to www.uforlife.com.my and click Get Started.
Step 2	Fill in the form to get an instant quote.
Step 3	If you like the offer, proceed to make a purchase.
Step 4	Answer a few health and eligibility questions and submit your application.
Step 5	Once approved, click Pay Now to make an online payment via your credit card.
Step 6	Congratulations! You are now insured by Tokio Marine Life Insurance Bhd. An e-Policy will be e-mailed to you once payment is approved.

Instant, affordable products

TOKIO Marine Malaysia Sdn Bhd is constantly engaged in identifying opportunities in supporting and improving the quality of life of the communities in which it operates.

Its General and Life Insurance arms have been providing safety and security to its customers for more than 65 years.

On the General Insurance side, Tokio Marine Malaysia understands the importance of developing meaningful products and services to meet the needs of a new generation of consumers who feel strongly about having choices - paying only for what

they need instead of the one-size-fits-all offerings of the past.

In line with this, the Major Motor Medical policy was introduced last July.

This no-frills insurance cover pays up to RM400 per day when one is hospitalised as a result of an auto accident in Malaysia, Singapore or Brunei.

It is certainly affordable - the annual premium starts from only RM8.48 and goes up to RM33.92.

Another recently introduced policy is MosBite Insurance, which offers coverage for individuals who contract

dengue fever.

This policy offers financial protection with a one-off payment of up to RM3,000 to defray any out-of-pocket expenses not covered by one's employer.

These two policies are simple to obtain and require no medical tests. In addition, beneficiaries need only to undergo a simple claim process to receive fast payment.

There is guaranteed acceptance for Malaysians.

■ For more information, visit www.tokiomarine.com

New regional hub

TOKIO Marine Malaysia Sdn Bhd opened its Northern Regional Hub in Penang last Friday, reinforcing the company's status as a major insurer in the region.

Located in One Precinct, Bayan Baru, this new Regional Hub will enable Tokio Marine Malaysia to achieve better operations efficiency to serve the business needs and customer demands of

the northern region.

"It gives us the opportunity to provide the next level of service to our present customers - something that our partners have been asking for and expect.

"We would like to be the heartbeat of the larger community, giving us the advantage of exposing the business to a wider audience," says Toi See Jong, chief executive officer of Tokio Marine Malaysia.