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FIRST ONLINE LIFE INSURANCE PLATFORM

Designed with the needs of consumers in mind, U for Life Sdn Bhd has introduced Malaysia's first internet insurance that provides end-to-end life insurance solutions to help more Malaysians be insured by offering a simple, instant and affordable way to buy life insurance.

The policy offered by U for Life is underwritten by Tokio Marine Life Insurance Malaysia Bhd, a member of the Tokio Marine Holdings, Inc. the oldest and one of the largest insurance group in Japan.

"A recent study commissioned by the Life Insurance Association of Malaysia (LIAM) indicated that Malaysians are generally under-insured compared to neighbouring countries like Singapore, Hong Kong, South Korea and Japan. There is certainly a need to increase the life insurance penetration rate in this country, and I'm confident that our online insurance platform can contribute towards realising that objective," says Iskandar Ezzahuddin, General Manager of U for Life Sdn Bhd. **BT**



Iskandar Ezzahuddin General Manager of U For Life Sdn Bhd