

News Release

For Immediate Release
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Celebrating a Decade of Success: Manulife Malaysia and Alliance Bank Renew another 15-Year Exclusive Bancassurance Partnership

KUALA LUMPUR – Building on a decade of successful collaboration, Manulife Insurance Berhad (Manulife Malaysia) and Alliance Bank Malaysia Berhad (Alliance Bank) have extended their exclusive bancassurance partnership for a further 15 years.

This extension reaffirms the commitment of both organisations to build on their strengths and further accelerate their shared vision to offer holistic financial solutions and increase the level of comprehensive protection benefits for the bank’s customers.

Manulife Malaysia and Alliance Bank have been partnering to offer innovative insurance and wealth management solutions since 2013. In the next 15 years, Alliance Bank will continue to distribute Manulife Malaysia’s life insurance products, enabling the bank to drive growth for its fee-based income.

“This extension is an important milestone for Manulife Malaysia and Alliance Bank, as it reaffirms the success we have had over the past 10 years. Built on a solid foundation, this partnership reaffirms our commitment to giving more Malaysians greater access to the right information, advice, solutions, and positive customer experiences,” said Vibha Coburn, Chief Executive Officer of Manulife Malaysia.

Alliance Bank Group Chief Executive Officer Kellee Kam said, “Alliance Bank is proud of its longstanding partnership with Manulife Malaysia and the opportunity this gives to better support our customers’ health, protection, and investment needs. The renewed focus will see us further tapping into our partner’s insurance expertise and resources to offer more market-leading experiences, products, and digital solutions for Alliance Bank customers.”

This partnership extension represents a powerful alliance, driven by a shared commitment to empower Malaysians with holistic wealth and protection solutions. By leveraging their respective expertise, both organisations are set to remain adaptable and responsive to the evolving financial landscape, delivering value to Malaysian customers.

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About Manulife Malaysia

Manulife Holdings Berhad is part of Canada-based Manulife Financial Corporation. Through its subsidiary companies, Manulife Malaysia offers an innovative range of financial protection, health and wealth management products and services to meet different customer needs. Manulife Malaysia currently serves the needs of over 280,000 policyholders and wealth management customers. Manulife Holdings Berhad has been listed on the Main Board of Bursa Malaysia since 1984. As of 31 December 2022, its assets under management were over RM13 billion. To learn more about Manulife Malaysia, visit: www.manulife.com.my.

About Manulife

Manulife Financial Corporation is a leading international financial services provider, helping people make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we provide financial advice and insurance, operating as Manulife across Canada, Asia, and Europe, and primarily as John Hancock in the United States. Through Manulife Investment Management, the global brand for our Global Wealth and Asset Management segment, we serve individuals, institutions, and retirement plan members worldwide. At the end of 2022, we had more than 40,000 employees, over 116,000 agents, and thousands of distribution partners, serving over 34 million customers. We trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong.

Not all offerings are available in all jurisdictions. For additional information, please visit manulife.com.

About Alliance Bank Malaysia Berhad

Alliance Bank Malaysia Berhad and its subsidiary, Alliance Islamic Bank Berhad, offers banking and financial solutions through its consumer banking, SME banking, corporate and commercial banking, and Islamic banking businesses. The Bank provides fast, simple and responsive services that meet the needs of its customers via multi-pronged delivery channels which include retail branches, Privilege Banking Centres and Business Centres at branches located nationwide, as well as mobile and internet banking.

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