

# News Release

For Immediate Release  
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## **Manulife launches Signature Heirloom (VI) to support Malaysia's wealth management needs**

- *A US Dollar-denominated Universal Life plan for high-net-worth (HNW) individuals and business owners in Malaysia*
- *Sole company in the country offering such a plan to cater to the HNW market*

**KUALA LUMPUR** – Manulife Insurance Labuan Limited (MILL), a subsidiary of Manulife Holdings Berhad, recently launched its latest universal life series, **Signature Heirloom (VI)**, a US Dollar-denominated plan that offers high insurance coverage for whole of life and wealth creation.

**Signature Heirloom (VI)** is tailor-made for high-net-worth-individuals (HNWIs) looking to leave a legacy to their family members. This product can help to grow and protect their wealth, gain estate liquidity, diversify their portfolio, and support business continuity.

This product provides substantial death benefit pay-out primarily with potential policy value accumulation for specific estate planning events such as legacy protection, wealth transfer and preservation and business planning. In addition, this product also provides coverage against Terminal Illness.

HNWIs aged 20 to 80 can sign up for Signature Heirloom (VI) starting with a minimum of USD500,000 coverage. The Minimum Guaranteed Crediting Rate of 1.0% per annum feature for this product would mean that regardless of any market conditions, customers can be rest assured that the interest credited into the policy will not be lesser than 1.0% every year, to help the policy value to grow.

“In times of rapid changes to lifestyles, needs and demands, Malaysia’s HNWIs are having greater needs to leave a sustainable legacy for future generations. To date, our subsidiary, MILL is the only company in Malaysia that offers a USD-denominated Universal Life plan to cater to these needs of the HNW market. The Signature Heirloom (VI) plan offers customised insurance solutions to HNWIs to assist them to grow and transfer their wealth to the next generation” said Group Chief Executive Officer of Manulife Holdings Berhad, Vibha Coburn.

As a life insurance company, advocating health and wellness comes hand-in-hand. The Signature Heirloom (VI) includes a unique feature to encourage customers who smoke, to quit smoking by offering ‘*Quit Smoking Incentive*’ where they can benefit from non-smoker policy charges.

This plan is distributed by Manulife Malaysia’s distribution partners including banks, brokers and independent financial advisory firms. More details on Signature Heirloom (VI) can be found here: [https://www.manulifelabuan.com.my/en/labuan/products/signature/protection/signature-heirloom.html?\\_ga=2.169335652.453245062.1625557267-1617583544.1584441710](https://www.manulifelabuan.com.my/en/labuan/products/signature/protection/signature-heirloom.html?_ga=2.169335652.453245062.1625557267-1617583544.1584441710)

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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 270,000 policyholders and wealth management customers. Manulife Holdings Berhad has been listed on the Main Board of Bursa Malaysia since 1984. As at 31 March 2021, its assets under management were over RM12 billion. To learn more about Manulife Malaysia, visit: [www.manulife.com.my](http://www.manulife.com.my).

### **About Manulife**

Manulife Financial Corporation is a leading international financial services provider that helps people make their decisions easier and lives better. With our global headquarters in Toronto, Canada, we operate as Manulife across our offices in Canada, Asia, and Europe, and primarily as John Hancock in the United States. We provide financial advice, insurance, and our global wealth and asset management segment, Manulife Investment Management, serves individuals, institutions and retirement plan members worldwide. At the end of 2020, we had more than 37,000 employees, over 118,000 agents, and thousands of distribution partners, serving over 30 million customers. As of March 31, 2021, we had CAD\$1.3 trillion (US\$1.0 trillion) in assets under management and administration, and in the previous 12 months we made \$31.3 billion in payments to our customers. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 155 years. We trade as 'MFC' on the Toronto, New York, and the Philippine stock exchanges and under '945' in Hong Kong.

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