



## AmMetLife Takaful

“In FY2020, AmMetLife Takaful generated RM125.5 million in revenue by fully optimising our Bancatakaful potential. This includes accelerating existing Bancatakaful arrangements with AmMetLife Specialist model (BAS) and harnessing business banking opportunities. We also developed alternative distribution channels by proactively seeking business opportunities with third-party banks, government bodies and other co-operations. Moreover, we differentiated our product portfolio, targeting Muslim-centric product propositions for all market segments.”

### NOOR AZAM BIN MOHD YUSOF

Chief Executive Officer  
AmMetLife Takaful Berhad

## ABOUT US

Established on 9 January 2012, AmMetLife Takaful Berhad (Family Takaful) is licensed by BNM to conduct Family Takaful business in Malaysia, under the Takaful Act 1984. The company is a strategic collaboration between AmBank Group and MetLife International Holdings, in which we offer a comprehensive range of Takaful solutions distributed by our authorised Takaful agents and Bank Partners’ branches nationwide. AmMetLife Takaful aims to meet customers’ diverse needs through innovative solutions at different stages of their lives, making it easier and simpler for individuals to achieve financial security and pursue more from life.

## OUR PERFORMANCE

During the financial year, AmMetLife Takaful achieved a significant 127.7% growth in total income, which is mainly attributed to a 94% increase in penetration of business, particularly credit-related business (e.g. Mortgage Reducing Term Takaful and Personal Financing Reducing Term Takaful). Another key driver of growth was the alignment of the Banca business strategy with AmMetLife Insurance, AmBank Group, and AmBank Islamic; as well as the commendable performance coming from the Malaysian Government’s Public Sector Housing Financing Board (LPPSA) where the Company provides coverage for LPPSA Mortgage Financing. Lastly, the reprioritising of resources in managing projects allowed us to better control and minimise costs for enhanced financial performance.

## OUR PERFORMANCE

### New Business Annual Contribution Growth YoY by Channel

**Banca – 42%**  
**Agency – 83%**  
**Alternate – >100%**  
 in FY2020

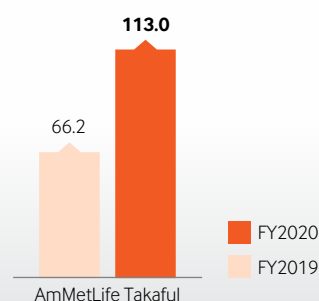
Banca – (33%)  
 Agency – (10%)  
 in FY2019

### Management Expense Ratio

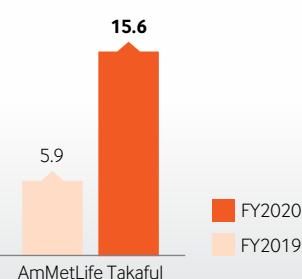
**32% in FY2020**

34% in FY2019

### Gross Written Premium (RM Million)



### Value of New Business (RM Million)



## KEY INITIATIVES & OUTCOMES

### Key Initiatives

#### Business Enhancements

- Streamlined business processes with AmBank Group and AmMetLife Insurance.
- Diversified business channels for alternative revenue streams.
- Focused on improving our Expense Ratio through the prudent management of expenses.

#### Compliance Culture

- Strengthened Compliance and Risk culture within the Takaful team through training and awareness programmes.

### Outcomes

- Successfully launched BancaPOS and Single POS platform for the Agency force.
- Commendable result from LPPSA panelship to provide coverage of Mortgage Takaful.
- Improvement of Expense Ratio through prudent management.

- Lower non-compliances and better risk management amongst employees.

## PROSPECTS & OUTLOOK

As we end the year in a profit position, AmMetLife Takaful has begun developing alternative channels for future growth. With most of the infrastructure for BancaPOS and an enhanced back-end system in place, we are well-positioned to generate greater income. In the upcoming year, we will prospect for strategic partnerships and collaborations with other financial institutions, corporations and government agencies to accelerate business growth.