

THE SIAK
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Get active and be rewarded

BEING active has never been more rewarding with Hong Leong Assurance's (HLA) all-new HLA FIT app. Whether you're fit as a fiddle, or have just embarked on a journey to become fitter, the HLA FIT app is what you need to make the journey worthwhile.

HLA FIT is the first fitness app in Malaysia with an integrated Biological Age Model (BAM). HLA FIT is tied to HLA FIT CI, an insurance plan that incorporates an end-to-end digitalised platform, which encompasses e-enrolment and e-contract right up to after-sales service, for a seamless user experience.

Complimentary fitness tracker

The HLA FIT CI is a unique plan that offers you both protection against Critical Illnesses and a complimentary fitness tracker upon sign-up.

While traditional policies take into account your entry age when determining policy premiums, with HLA FIT, you can now enjoy rewards based on your FIT age (or biological age) that is calculated by the Biological Age Model depending on how active you are.

Stay active to be rewarded weekly

All you have to do is to download and activate the HLA FIT app, and connect it to your fitness tracker.



and you will get to enjoy

Covers 10 critical illnesses

In the event you are diagnosed with any one of the Critical Illnesses below, 100% of Basic Sum Assured will be given to you to manage the spiralling medical costs and other expenses involved in your road to recovery, giving you and your family peace of mind.

- 1) Heart Attack
- 2) Cancer
- 3) Coronary Artery By-Pass Surgery
- 4) Cardiomyopathy
- 5) Heart Valve Surgery
- 6) Primary Pulmonary Arterial Hypertension
- 7) Serious Coronary Artery Disease
- 8) Surgery to Aorta
- 9) Stroke
- 10) Alzheimer's Disease / Severe Dementia

With Hong Leong Assurance's (HLA) all-new HLA FIT, you can now get rewarded simply by staying active.

The HLA FIT app is then used to keep track of your daily activities. This biological information, stored in the HLA FIT app's engine, will then calculate and chart your FIT age. The lower their FIT age, the more points they will accumulate to redeem exciting rewards including premium discount vouchers. It's as simple as that.

To get started on HLA FIT, you

will need to sign up for the HLA FIT CI. Then you will receive a complimentary fitness tracker whereby you will also need to download and activate the HLA FIT app. All you have to do now is get active and the fitness tracker will track your daily activities. Using the info, the app will calculate and chart your FIT age. The more active you are, the lower your FIT age

premium increase for the next 10 years, enabling you to be worry-free about a possible hike in future premiums.

What's more, signing up for the HLA FIT CI is a breeze as there are no medical check-ups required. All participants need to do is just answer a simple health questionnaire and they are good to go.

So, celebrate your youth, vitality and active lifestyle by purchasing a policy today. Do not wait until you are older as you may not enjoy the same premium as now, or worse, be diagnosed with a major illness. Since you are at your the pink of health, the time is now to purchase a policy.

Join the HLA FIT Run

HLA will be organising the HLA FIT Run on Sunday March 10 concurrently in five locations - Taman Botani Negara Shah Alam (Kuala Lumpur); Wisma Boon Siew, Upper Penang Road (Penang); Eco Botani City Sales Gallery (Johor Baru), Kampung Hulu Mosque (Melaka) and Tanjung Lipat Bandaraya Mosque (Kota Kinabalu). For more information on the HLA FIT Run, log on to <https://www.ticket2u.com.my/sport>

■ For details on the HLA FIT CI, please call the customer service hotline at 03-7650 1288 and speak to our friendly HLA agents today, or visit www.hla.com.my

Up to RM1mil coverage

The HLA FIT CI is an ideal plan for those who want an insurance plan without a high commitment. For just RM3.30 per day, enjoy up to RM1mil coverage, which is extremely affordable to begin your insurance journey with.

No increase in premiums

There is also a guaranteed no