

Al Rajhi Bank eyes RM3.5m in takaful contributions by year end

KUALA LUMPUR: Al Rajhi Bank Malaysia aims to garner RM3.5 million in takaful contributions by year end, leveraging on its partnership with Sun Life Malaysia Takaful Bhd.

Its chief executive officer (CEO) Steve Chen said the bank is currently on track and is confident of achieving the target.

“We are confident and are focused on our 2018 plans, after our reboot in 2016 [and] after not having a CEO in 2014 and 2015,” he told reporters at the signing ceremony between Al Rajhi Bank and Sun Life Malaysia yesterday.

The two entities inked an exclusive 10-year bancatakaful agreement that will see Sun Life Malaysia as the sole distributor of family takaful products and services to Al Rajhi Bank’s 150,000 customers nationwide.

“We are seeing momentum

coming through, with two insurance products launched in the market earlier this year, and another one which management has signed off and obtained regulatory approval to launch. Furthermore, we are looking to launch more products in the future,” said Chen.

Chen said the bank also aspires to build its wealth management business to enable it to contribute to 30% of revenue.

“We would like to move to investment-linked products, and in addition to bancatakaful products, we are adding deposit products and digital banking. We look forward to launch them in the second half of the year,” he said.

“We expect an immediate impact of this [partnership] on our financial performance this year, but the benefits of all our partnerships will be more evident in 2019 and beyond,” said Chen. — *Bernama*