

Table 2.3

## Life Insurance : Distribution of New Business Premiums of Direct Insurers

| Year     | Ordinary Life |           |           |         | Investment-Linked | Annuity | Total   |
|----------|---------------|-----------|-----------|---------|-------------------|---------|---------|
|          | Whole Life    | Endowment | Temporary | Others  |                   |         |         |
|          | RM million    |           |           |         |                   |         |         |
| 2006     | 523.8         | 1,551.4   | 1,222.3   | 689.5   | 3,174.4           | 0.1     | 7,161.7 |
| 2007     | 603.4         | 1,312.4   | 1,122.0   | 815.6   | 3,733.5           | -       | 7,587.0 |
| 2008     | 661.2         | 1,641.7   | 1,300.3   | 965.7   | 2,665.7           | 0.1     | 7,234.7 |
| 2009     | 789.0         | 2,248.0   | 1,319.7   | 1,040.7 | 2,146.9           | 0.1     | 7,544.4 |
| 2010     | 748.5         | 2,330.2   | 1,504.4   | 1,118.8 | 2,625.1           | 0.1     | 8,327.1 |
| % change |               |           |           |         |                   |         |         |
| 2006     | 6.6           | -40.7     | -0.4      | 6.6     | 84.5              | -80.0   | 6.9     |
| 2007     | 15.2          | -15.4     | -8.2      | 18.3    | 17.6              | -100.0  | 5.9     |
| 2008     | 9.6           | 25.1      | 15.9      | 18.4    | -28.6             | -       | -4.6    |
| 2009     | 19.3          | 36.9      | 1.5       | 7.8     | -19.5             | -       | 4.3     |
| 2010     | -5.1          | 3.7       | 14.0      | 7.5     | 22.3              | -       | 10.4    |
| % share  |               |           |           |         |                   |         |         |
| 2006     | 7.3           | 21.7      | 17.1      | 9.6     | 44.3              | ...     | 100.0   |
| 2007     | 8.0           | 17.3      | 14.8      | 10.8    | 49.2              | ...     | 100.0   |
| 2008     | 9.1           | 22.7      | 18.0      | 13.3    | 36.8              | ...     | 100.0   |
| 2009     | 10.5          | 29.8      | 17.5      | 13.8    | 28.5              | ...     | 100.0   |
| 2010     | 9.0           | 28.0      | 18.1      | 13.4    | 31.5              | ...     | 100.0   |

... Negligible

Numbers may not necessarily add up due to rounding