

Jadual L. 11, Insurans Hayat  
Penunjuk Terpilih bagi Insurans Hayat Biasa  
%

Table L. 11, Life Insurance  
Selected Indicators for Ordinary Life  
%

| Syarikat | Tahun<br>Kewangan<br>Berakhir | Nilai Diinsuranskan<br>Baru kepada<br>Nilai<br>Diinsuranskan<br>Yang Berkuat<br>Kuasa pada Awal<br>Tahun | Premium<br>Tahunan Baru<br>kepada Premium<br>Tahunan Yang<br>Berkuat Kuasa<br>pada Awal<br>Tahun | Perubahan Tahunan                            |                                          | Kadar<br>Serahan <sup>1</sup>  | Kadar<br>Rampasan<br>Bagi 3 Tahun<br>Polisi | Kadar Perbelanjaan <sup>3</sup>         |                        |        | Kadar Feadah                 |                               | Nisbah<br>Pengekalan <sup>4</sup>  |
|----------|-------------------------------|----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|----------------------------------------------|------------------------------------------|--------------------------------|---------------------------------------------|-----------------------------------------|------------------------|--------|------------------------------|-------------------------------|------------------------------------|
|          |                               |                                                                                                          |                                                                                                  | Nilai<br>Diinsuranskan Yang<br>Berkuat Kuasa | Premium<br>Tahunan Yang<br>Berkuat Kuasa |                                |                                             | Perbelanjaan<br>Pengurusan <sup>2</sup> | Imbuhan<br>Agensi      | Jumlah | Tanpa<br>Keuntungan<br>Modal | Dengan<br>Keuntungan<br>Modal |                                    |
| Company  | Financial<br>Year<br>Ended    | New Sums<br>Insured to<br>Sums Insured in<br>Force at Beginning<br>of the Year                           | New Annual<br>Premium to<br>Annual<br>Premium in Force<br>Beginning of<br>the Year               | Annual Change                                |                                          | Surrender<br>Rate <sup>1</sup> | 3 Policy Years<br>Forfeiture<br>Rate        | Management<br>Expenses <sup>2</sup>     | Agency<br>Remuneration | Total  | Without<br>Capital Gains     | With<br>Capital Gains         | Conservation<br>Ratio <sup>4</sup> |

PENANGGUNG INSURANS LANGSUNG  
DIRECT INSURERS  
DITUBUHKAN DI MALAYSIA  
CONSTITUTED IN MALAYSIA

|                  |     |     |     |          |      |       |       |       |     |      |      |      |       |     |     |       |
|------------------|-----|-----|-----|----------|------|-------|-------|-------|-----|------|------|------|-------|-----|-----|-------|
| AIAB             | ... | ... | ... | 30-11-10 | 22.6 | 11.7  | ...   | 2.9   | 1.4 | 10.0 | 9.5  | 14.7 | 24.2  | 6.5 | 7.3 | 92.9  |
| ALLIANZ LIFE     | ... | ... | ... | 31-12-10 | 90.4 | 24.2  | 4.2   | 14.6  | 1.8 | 25.6 | 6.5  | 26.3 | 32.9  | 4.5 | 5.4 | 93.3  |
| AMLIFE           | ... | ... | ... | 31-03-11 | 50.8 | 36.3  | 16.1  | (3.9) | 4.6 | 32.2 | 19.4 | 28.7 | 48.0  | 5.9 | 7.1 | 55.9  |
| AXALIFE          | ... | ... | ... | 31-12-10 | 33.3 | 127.5 | 10.3  | 97.4  | 3.5 | 94.2 | 74.5 | 17.9 | 92.4  | 5.1 | 6.5 | 65.8  |
| CIMB AVIVA       | ... | ... | ... | 31-12-10 | 36.7 | 2.5   | 12.9  | (7.3) | 3.5 | 47.9 | 81.6 | 28.5 | 110.0 | 5.2 | 5.5 | 73    |
| ETIQA            | ... | ... | ... | 30-06-11 | 48.7 | 19.5  | 128.8 | 44.0  | 6.0 | 21.4 | 20.8 | 14.3 | 35.1  | 3.9 | 5.7 | 120.7 |
| GREAT EASTERN    | ... | ... | ... | 31-12-10 | 21.9 | 10.0  | 2.3   | 4.8   | 3.2 | 3.7  | 6.4  | 15.0 | 21.4  | 5.1 | 6.5 | 93.7  |
| HONG LEONG       | ... | ... | ... | 30-06-11 | 26.8 | 30.9  | 7.3   | 24.4  | 2.1 | 12.6 | 8.0  | 20.4 | 28.4  | 5.8 | 7.0 | 90.3  |
| ING              | ... | ... | ... | 31-12-10 | 55.4 | 18.3  | 12.0  | 12.4  | 1.3 | 21.9 | 11.6 | 19.7 | 31.3  | 5.0 | 6.5 | 95.7  |
| MAA              | ... | ... | ... | 31-12-10 | 14.2 | 7.5   | (5.4) | (1.0) | 2.1 | 24.2 | 13.8 | 8.7  | 22.5  | 4.7 | 6.4 | 91.9  |
| MANULIFE         | ... | ... | ... | 31-12-10 | 5.8  | 16.0  | (0.5) | 7.4   | 2.2 | 38.8 | 9.9  | 15.8 | 25.7  | 4.5 | 6.2 | 92.6  |
| MAYBAN LIFE      | ... | ... | ... | 31-10-10 | 4.4  | 4.6   | 1.3   | (1.7) | 1.0 | 51.5 | 21.3 | 11.9 | 33.2  | 1.5 | 2.3 | 29.7  |
| MCIS ZURICH      | ... | ... | ... | 30-06-11 | 18.5 | 20.6  | 4.2   | 8.2   | 3.0 | 29.0 | 11.4 | 20.7 | 32.1  | 5.2 | 6.4 | 90.9  |
| PRUDENTIAL       | ... | ... | ... | 31-12-10 | 45.6 | 34.1  | 6.1   | 26.9  | 2.4 | 15.6 | 10.8 | 17.6 | 28.4  | 5.1 | 6.2 | 94.1  |
| TOKIO MARINE LIF | ... | ... | ... | 31-12-10 | 73.2 | 16.9  | 32.6  | 6.0   | 2.8 | 12.4 | 12.3 | 16.9 | 29.2  | 5.1 | 6.1 | 91.8  |
| UNI.ASIA LIFE    | ... | ... | ... | 31-03-11 | 45.8 | 31.1  | 16.0  | 17.3  | 3.1 | 29.1 | 19.7 | 16.7 | 36.4  | 4.7 | 5.7 | 94.2  |

... Negligible

Angka bagi Mayban Life Assurance Berhad (MLAB) adalah bagi tempoh 4 bulan berikutan pemindahan perniagaannya kepada Etiqa Insurance Berhad (EIB) berkuatkuasa pada 1 November 2010/  
The figures for Mayban Life Assurance Berhad (MLAB) are for a period of 4 months following its transfer of business to Etiqa Insurance Berhad (EIB) effective 1 November 2010

<sup>1</sup> Nisbah jumlah premium tahunan yang dihentikan akibat serahan pada tahun berkenaan kepada jumlah premium tahunan berkuat kuasa pada awal tahun/The ratio of the total annual premiums discontinued by surrender in the year to the annual premiums in force at the beginning of the year

<sup>2</sup> Termasuk 'Hutang Lapuk dan Ragu' selepas ditolak 'Terimaan Hutang Lapuk'/ Includes 'Bad and Doubtful Debts' net of 'Bad Debt Recoveries'

<sup>3</sup> Nisbah jumlah perbelanjaan bagi sesuatu tahun (perbelanjaan pengurusan dan imbuhan agensi) kepada jumlah premium tahun pertama, premium pembaharuan dan 10% daripada premium tunggal/  
The ratio of the total expenses for the year (management expenses and agency remuneration) to the sum of first year premiums, renewal premiums and 10% of single premiums

<sup>4</sup> Nisbah premium pembaharuan tahun semasa kepada premium tahun pertama dan premium pembaharuan bagi tahun sebelumnya/The ratio of current year renewal premiums to the previous year first year and renewal premiums