



Standard Financial Planner

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Media Statement

Malaysian financial giants join forces

MALAYSIA'S largest financial planning group Standard Financial Planner Sdn Bhd, is teaming up with the country's largest and leading insurer, Prudential Assurance.

The deal between the two companies will mean that Prudential Assurance products will be available for SFP's network of financial advisers to offer as a wealth solution option to their clients throughout Malaysia.

SFP, which is a member of Professional Investment Group of Companies, the Australian based financial services group, was set up in Malaysia in 1999 and is now one of only eight financial advisory companies licensed by Bank Negara Malaysia.

The fast growing group is a dominant player in Malaysia's financial advisory service market with 65 of the nation's 72 approved Financial Adviser Representatives (FAR) belonging to the SFP network.

SFP chief executive officer Alfred Sek said the deal marked another milestone for the company.

"There are 16 life insurers operating in Malaysia and six of them are now working with Standard Financial Planner to distribute their products through our network of advisers," said Mr Sek.

Mr Sek said SFP continually strived to provide more choices for its clients and its network of advisers.

"The addition of the Prudential Assurance products strengthens our offerings and increases Prudential's exposure to a growing and vibrant market for financial products," he said.

"This agreement really represents a win-win situation for both of the companies and helps increase the range of choices available to consumers."

SFP, which holds financial advisers (FA), Capital Market Services (CMSL), and Corporate Unit Trust Agent (CUTA) licences, provides complete financial services solutions for Malaysians.

For further information contact Marshall Hall on 0404 195 896 or via email at marshall@barepublicity.com.au