

StandardFA Named Best Financial Advisory Firm and Launches Co-Brand Healthcare Medical Card



Standard Financial Adviser Sdn Bhd (StandardFA), Malaysia's largest Financial Advisory (FA) group headquartered in Petaling Jaya, Selangor is the proud recipient of the Best Financial Advisory Firm Malaysia 2014 awarded by Global Banking & Finance Review in London, UK. The prestigious award announcement came just in time alongside StandardFA's other recent corporate developments such as the rebranding initiative in 2013, and the upcoming launch of StandardFA SmartMediPlus, its first co-branded product. This global award marks many of StandardFA firsts into the New Year 2015.

As shared by the Chief Executive Officer, Paul Khoo, "There is no better timing than now, to receive an international recognition, moving forward, providing StandardFA a sense of great honour and accomplishment in the financial advisory business as it reflects the progress, quality and strength of our people and company culture. We would like to dedicate this award to our valued Clients, Financial Adviser Representatives and Business Partners for the long-established trust, support and engagement with us. This is positively another milestone and a push factor for us to be committed in upholding StandardFA's core values in the pursuit of excellence and to continue delivering the best financial

solutions to help our clients achieve their financial aspirations."

LAUNCHING OF CO-BRAND HEALTHCARE MEDICAL CARD WITH PATHLAB HEALTH MANAGEMENT AND MXM INTERNATIONAL

Continuing its successes into 2015, StandardFA has also launched the new SmartMediPlus Healthcare Medical Card, a unique 2-in-1 comprehensive medical and health screening plan with one of the lowest price premiums in the market in January 2015.

"Besides a strong collaboration with our experienced partners, the product speaks for itself and it is indeed highly anticipated and competitive in the market," shared Chief Executive Officer, Paul Khoo, during the launch. He added, "Malaysians in general are still under insured as medical bills can be quite high as the inflation of medical care is increasing from 6% a year. We are proud to bring the good news that every Malaysian can now afford basic medical and hospitalisation coverage through this card, with an extra of free annual health check! After all, we believe that prevention is better than cure."

SmartMediPlus Healthcare Medical Card, exclusively distributed by StandardFA, offers the usual comprehensive hospital and surgical benefits and other cash incomes with key unique features such as a guaranteed renewal policy and no alteration of policy benefits of up to age 80 as well as annual complimentary comprehensive health screening services provided by Pathlab Health Management. The medical plan is underwritten by Pacific Insurance Berhad.

Being the No. 1 Financial Adviser Dealer group by having the most number of licensed advisers in Malaysia, StandardFA has come a long way since its establishment in 1999. It was also the first group to hold Financial Adviser, Corporate Unit Trust Adviser (CUTA) and Corporate PRS Adviser licenses in a single entity with access to a full range of financial products and services from multiple financial institutions, insurance companies and fund houses to help clients make informed financial decisions.

Currently advising more than RM600 millions of clients' investment asset, StandardFA is also focused on growing its dedicated team of financial professionals serving Malaysians nationwide. **M**

For further information on SmartMediPlus, please contact StandardFA HQ at **03-7954 5486**, e-mail enquiries to **info@standardfa.com** or visit **www.standardfa.com**.