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AIG LIFE and UPH Cooperate to Make Agents Licensed CFP

As part of optimize of the right personal financial planning

JAKARTA – AIG LIFE and Pelita Harapan University (UPH) today launched a program Certified Financial Planner (CFP) to the life insurance agents of AIG LIFE as a commitment to increase professionalism to meet the life insurance needs of the public. First class of the program is followed by 40 agents. This launching was attended by Prof. Roy Sembel (Dean of Business School UPH), Tri Djoko Santoso (Chairman FPSB Indonesia), and S. Budisuharto (Chairman of the Financial Planner Association Indonesia). This program is an anticipation program so that public can be easily selecting the type of insurance and financial products, including the insurance companies.

"Public must be convinced that the Financial Planner will work in accordance with the procedure. Will take the interests and needs of clients as priorities, and to help people plan their personal financial planning appropriately," added Lucy Pandjaitan, Director of Marketing and Corporate Communication AIG LIFE in the press release today.

"Cooperation UPH with AIG LIFE in this program is a commitment of UPH spur growth in the life insurance industry in Indonesia. The curriculum of this program is very specific and required to the needs of industrial life insurance" said Prof. Roy Sembel, Director of the UPH Business School.

This CFP licensed agents program became the real commitment of AIG LIFE in making insurance agents as a financial planner, not simply sell insurance products. Agents must be able to assist customers in selecting insurance products suitable to the needs and financial plan of them and their families in every phase of life from birth to retirement.

CFP certificate issued by the Financial Planning Standards Board (FPSB), the professional organization that set the CFP license in Indonesia. CFP certification program adopted a standard practice developed by the CFP Board and set the level of the CFP professional in handling the financial planning personal financial planning with the global standards. These standards ensure that the CFP holders as financial planners foothold in the procedures, rules, and professionalism and have added value to the job. "Life insurance education is required by public. However, the insurers such as AIG LIFE also must have a commitment in ensuring the competency of the agents. This program can be appropriate model in developing the life insurance market education in Indonesia" added Lucy Pandjaitan.

Overview of AIG LIFE

With over 25 years of experience, AIG LIFE is one part of American International Group, Inc. (AIG) and recorded as the most well-known Multinational life insurance company in Indonesia. AIG LIFE is the first and the most dominant leader in Banc assurance. **AIG LIFE was granted "Gold Award- Service Quality Award (SQA) 2007"** in the category of Life Insurance Company, in the customer satisfaction and loyalty (February 2007) and being **"The Best CALL CENTER 2007 Award"** (June 2007).

In 2008 , **AIG LIFE was chosen as "The Insurance Company 2008"** for the category of Life Insurance by **Bisnis Indonesia Award 2008** (July 2008), which was based on the fundamental aspect and optimal business performance, in addition to the Good Corporate Governance (GCG) aspect and CSR program.

AIG LIFE offer various life insurance products, banc assurance, pension funds. In addition, they also offer the most financial services with 366 branches spreads in over 70 cities in Indonesia. They are also applying international standard of management, ISO 9001:2000.

American International Group, Inc. (AIG), the world leader in insurance and financial services, is the renowned international insurance company with operational network of more than 130 countries and territorial. AIG Companies serves commercial clients, institutional bodies, and individual with the widest Life and General insurance network in the world, compared with other insurance companies. AIG shares are offered in New York, Ireland and Tokyo Stock Exchange.

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