

## **JUBILEE LIFE INSURANCE LAUNCHES FIRST-EVER CANCER INSURANCE PRODUCT IN PAKISTAN**

Jubilee Life Insurance, Pakistan's largest life insurance provider in the private sector, has launched the country's first ever cancer insurance product. The historical launch was in correlation with the first-ever Pink Day T20 match in Pakistan, which was organized by Jubilee Life Insurance in collaboration with PCB and the Pink Ribbon Association, at the Gaddafi Stadium, Lahore. In doing so, it supported the cause of creating awareness of cancer in Pakistan which was also endorsed at the occasion by Dr. Arif Alvi, President of the Islamic Republic of Pakistan.

This landmark activity is in-line with the global month-long project Pinktober, the goal of which is to create wide awareness about breast cancer. As part of awareness creation, all the sponsors supported the cause by displaying their brand colors in Pink. The efforts made by Jubilee Life were visible across the stadium in the form of pink ribbons and attires, as well as decorative elements among other items which received full participation from all those who were present including players, government and match officials, celebrities, commentators, sponsors and even the spectators. The product introduced by Jubilee Life will offer coverage for a wide range of cancer related ailments varying from most common to the rarest types. Through this, they uphold their promise of being a caring company that understands the struggle of cancer patients around the world.

As per statistics by Cancer Index, 148,000 people are newly diagnosed with cancer per year out of which 101,000 people succumb to it in Pakistan. Keeping this alarming fact in mind, Jubilee Life has designed this plan for customers who are unfortunate to be diagnosed with the disease and will be able to receive the care and treatment that they need while their financial expenses are taken care of. As part of the plan, some key benefits will include a comprehensive coverage, early stage cancer benefits, coverage up to the age of 65, flexible plan term options and affordable premiums.

"At Jubilee Life, we understand the pain that cancer patients go through and keeping that in mind we feel it is our obligation to play our part in minimizing the effect of this disease and show that we care. We realize that this pain is not limited to the patient but the entire family is affected in the process. Our first-ever cancer insurance product in Pakistan is based on giving our customers the financial relief against such a situation in their life so that they know that Jubilee Life is here to support them through this." said Javed Ahmed, MD & CEO, Jubilee Life Insurance.

"The initiative by Jubilee Life is a heartfelt one indeed and we at PCB are fortunate enough to be associated with such an affectionate company. With reference to cricket, time and time again, we are honored to see the enthusiasm and commitment shown by the company towards promoting cricket in Pakistan. The support from Jubilee Life has been one step forward each time and we strongly acknowledge it. Cricket plays an important role in the life of every Pakistani and they put their trust in us. Together with Jubilee Life, we aim to uphold this promise and grow the cricket industry in Pakistan." said Ehsan Mani, Chairman, Pakistan Cricket Board.

Jubilee Life Insurance was a proud title sponsor for the T20i and co-sponsor of the ODI series between Pakistan and Sri Lanka. With cricket series taking place regularly in Pakistan, the fans have shown continuous enthusiasm and are always excited to witness a display of top class cricket by international players at our home grounds.

Jubilee Life Insurance has been the pioneer in Bancassurance distribution and is the market leader among private sector life insurance companies in Pakistan. With an average growth of 38% over the last five years, it is the most profitable and valuable life insurance company on the stock exchange.

Jubilee Insurance is a global brand of Aga Khan Fund for Economic Development (AKFED) that offers diverse insurance solutions (life, health and general) and is committed to the vision of being Pakistan's best service provider from the insurance industry and is among the top 25 companies of the Pakistan Stock Exchange; it happens to be the only insurance company to make it to this prestigious list.