# Etiqa's Media Clippings of August 2023

**(31 August 2023)**

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**28 August 2023, New Straits Times**
**Etiqa cultivates patriotism via Pokok oh Pokok webfilm**

NEW STRAITS TIMES

GROOVE

# #Showbiz: Etiqa aims to cultivate patriotism via 'Pokok Oh Pokok' web film

By Tahir Alhamzah
August 28, 2023 @ 5:57pm

*Etiqa has released a web film 'Pokok Oh Pokok' in conjunction with the national month celebrations. -PIC COURTESY OF ETIQA INSURANCE AND TAKAFUL*

KUALA LUMPUR: In conjunction with National Day celebrations, Etiqa Insurance and Takaful recently released a web film titled Pokok Oh Pokok with the aim to cultivate patriotism among Malaysians.

Etiqa brand and communications head Michelle Wee, in a statement today, said the web film is based on a true story about a dedicated teacher, whose determination to impart knowledge in his indigenous students made headlines in 2019.

"This project is inspired by a true story of a teacher from a primary school in Muadzam Shah (a township in Rompin, Pahang).

"His dedication as an educator and his sense of patriotism should serve as an example to us all.

"At Etiqa, we hope that this film can raise the awareness that all children have a right to be successful in life, which begins with a strong foundation in education.

"The message conveyed aligns with Etiqa's vision of 'Making the World a Better Place'.

"This web film is also proof that Etiqa cares about the social sustainability of Malaysians," Wee added.

Pokok Oh Pokok tells the story of two indigenous children, Yam and Jemah, who skip school after the former injures her leg during a cultural dance rehearsal in their village.

The next day, their teacher finds that Yam and Jemah are absent, adding to an already long list of children from the community who have been skipping school.

The teacher then decides to "bring" his classroom to the children's village and starts teaching under a big tree.

The web film can be viewed on Etiqa's official YouTube channel.

# 26 August 2023, Kosmo
# Etiqa Marine Conservation Programme in Tioman

KETUA Pegawai Perniagaan Pelanggan CelcomDigi, Praveen Rajan (dua dari kiri) dan Ketua Pegawai Eksekutifnya, Datuk Idham Nawawi (dua dari kanan) bergambar dengan pemenang pada majlis pelancaran Karnival Jom 5G di Subang Jaya, Selangor baru-baru ini.

## ANJUNG KORPORAT

NAIB Presiden Kanan dan Pengurus Besar Databricks Asia Pasifik dan Jepun, Ed Lenta bersalaman dengan Ketua Pegawai Eksekutif Petronas Digital Sdn. Bhd., Phuah Aik Chong (dua dari kanan) pada majlis pemeteraian memorandum persefahaman antara dua syarikat itu di ibu negara baru-baru ini.

PENGARAH Eksekutif dan Ketua Pegawai Eksekutif World Wide Fund for Nature Malaysia (WWF), Sophia Lim (depan, tiga dari kiri), Pengarah Eksekutif UN Global Compact Network Malaysia dan Brunei, Faroze Nadar (depan, empat dari kiri) dan Ketua Pegawai Eksekutif Kumpulan Astro Malaysia Holdings Berhad, Eaun Smith (tengah, belakang) menunjukkan isyarat bagus selepas memeterai memorandum persefahaman antara Astro dan WWF di Kuala Lumpur baru-baru ini.

KETUA Pegawai Eksekutif Etiqa General Takaful Berhad (Etiqa), Shahrul Azuan Mohamed (kanan) menyampaikan sumbangan kepada wakil penduduk Kampung Salang (tengah) melalui projek pemeliharaan Marin Etiqa 2023 yang melibatkan 30 sukarelawan Etiqa dengan kerjasama Kelab Legasi Selam Skuba Malaysia dan Pusat Penyelidikan Marin Universiti Kebangsaan Malaysia di Tioman, Pahang baru-baru ini.

TIMBALAN Menteri Ekonomi dan Kewangan Republik Uzbekistan, Adiz Boboev (lima dari kiri) dan Ketua Pegawai Operasi PR1MA, Mohd. Fazli Abd. Majid (empat dari kiri) bergambar bersama wakil-wakil PR1MA dan Kedutaan Republik Uzbekistan di hadapan Projek Residensi Brickfields, Kuala Lumpur baru-baru ini.

# 23 August 2023, Utusan Malaysia
# Etiqa Marine Conservation Programme in Tioman

PEMIKIRAN BAHARU
Utusan Malaysia



## Etiqa kembali ke Pulau Tioman untuk membiak terumbu karang

Etiqa menyumbangkanRM19,000 untuk kelengkapan dan pembaikkan Surau Kampung Salang.

Oleh MEDIA MULIA 23 Ogos 2023, 8:41 pm

PETALING JAYA: Etiqa General Takaful Berhad meningkatkan usaha kelestariannya dengan menilai projek terumbu karang angkatnya, dan membiakkan terumbu karang baharu di bawah Projek Pemeliharaan Marin Etiqa 2023.

Ekspedisi selama tiga hari ini melibatkan 30 orang sukarelawan daripada Etiqa, dengan kerjasama Kelab Legasi Selam Skuba Malaysia (Leges Divers) dan Pusat Penyelidikan Marin Universiti Kebangsaan Malaysia (EKOMAR) di Kampung Salang, Pulau Tioman dari 18 hingga 20 Ogos 2023.

Objektif utama Projek Pemeliharaan Marin Etiqa adalah untuk menghidupkan semula ekosistem marin tempatan dan memupuk kesedaran tentang keperluan memelihara ekosistem marin.

Tahun lalu, Etiqa memberi nafas baharu kepada 9 unit bingkai terumbu di Salang House Reef dengan memperkenalkan terumbu karang baharu daripada pelbagai spesies.

Ekosistem terumbu karang ini juga menjadi tempat perlindungan pelbagai jenis makhluk marin, termasuk ikan yu sirip hitam, penyu Hawksbill dan penyu hijau yang semakin terancam dan penting untuk keseimbangan ekosistem tersebut.

Selain daripada pembiakan terumbu karang, Etiqa General Takaful Berhad turut menyumbangkan RM19,000 dari Dana Amal Jariah mereka untuk kerja-kerja pembaikkan Surau Kampung Salang yang melibatkan pemasangan permaidani baru, kipas kipas angin, dan sebuah alat pembersih vakum (vacuum cleaner).

Bersama Leges Divers dan penduduk kampung, para sukarelawan Etiqa juga telah mengubah pusat maklumat kampung menjadi sebuah tempat tarikan foto yang menarik dengan melukis mural hidupan laut.

Ketua Pegawai Eksekutif Etiqa General Takaful Berhad (EGTB), Shahrul Azuan Mohamed, mengucapkan setinggi penghargaannya kepada sukarelawan dan rakan strategik yang menjayakan Projek Pemeliharaan Marin Etiqa 2023.

"Etiqa dengan bangganya menyokong usaha pemulihan terumbu karang di Pulau Tioman dan menceriakan Kampung Salang.

"Usaha ini terlaksana berkat bimbingan daripada Leges Divers dan penduduk tempatan," katanya.

Selain itu, program ini tidak hanya membantu menyegarkan biodiversiti marin, tetapi memberi keselesaan kepada masyarakat Muslim dengan memperbaik surau mereka juga. Program ini merupakan bukti komitmen Etiqa dalam merealisasikan misi korporatnya untuk Menjadikan Dunia Sebuah Tempat yang Lebih Baik, atau 'Making the World a Better Place', selaras dengan Pengantaraan Berasaskan Nilai (VBI) dengan penekanan terhadap pemeliharaan alam sekitar dan kualiti sosial. – **UTUSAN**

# 23 August 2023, Suara Merdeka
# Etiqa Marine Conservation Programme in Tioman

SUARAMERDEKA
www.suaramerdeka.com.my

Shahrul Azuan Mohamed, Ketua Pegawai Eksekutif EGTB (Kanan) menyampaikan sumbangan penghargaan kepada Ketua Kampung, Kampung Salang.

News Hub NEW



Ekonomi

## Etiqa kembali ke Pulau Tioman untuk membiak terumbu karang

Wartawan SuaraMerdeka · 3 weeks ago · 36

1 minute read

Etiqa General Takaful Berhad meningkatkan usaha kelestariannya dengan menilai projek terumbu karang angkatnya, dan membiakkan terumbu karang baharu di bawah Projek Pemeliharaan Marin Etiqa 2023.

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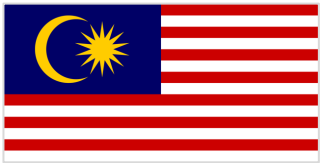
# 4 August 2023, Harakah Daily

# Etiqa Family Takaful Berhad distributes zakad aid to underprivileged students in Kelantan



Harakahdaily
Benar • Inklusif

Berita

## AKSB, Etiqa Family Takaful agih zakat pelajar asnaf

August 4, 2023

**KOTA BHARU:** Air Kelantan Sdn Bhd (AKSB) dengan kerjasama Etiqa Family Takaful Berhad menjayakan Program Jalinan Strategik 'Bebanmu Tanggungan Kami' sebagai tanggungjawab sosial.

Bagi menjayakan program itu, Etiqa dan Pusat Zakat Wilayah Persekutuan serta AKSB mengagih zakat kepada golongan asnaf.

Ketua Bahagian Kumpulan Agensi Etiqa Family Takaful Berhad Mohammad Assri Husin berkata, melalui program itu, agihan zakat disalur kepada asnaf dalam kalangan pelajar dari lima institusi pendidikan dan pusat tahfiz di Kelantan.

Katanya, mereka terdiri daripada 106 pelajar dari Sekolah Menengah Kebangsaan Pintu Geng, Madrasah Tahfiz Raudatul Ulum, Pondok Darul Furqan Waddirasah Belukar, Tabung Kebajikan & Dakwah (Takeda) Masjid Ar-Raudah Lundang dan Madrasah Rumah Bakti Kedai Buloh.

"Etiqa Family Takaful amat peka untuk mengeluarkan zakat kepada mereka yang memerlukannya, seperti yang diamanahkan oleh pemegang-pemegang sijil kami.

"Kami berharap agar sumbangan zakat perniagaan berjumlah RM30,000 daripada Etiqa Family Takaful Berhad dapat membantu meringankan beban pelajar terpilih," katanya di sini.

Sementara itu, Pengurus Besar AKSB Dr Nazmi Ghazali Azmi berharap kerjasama itu dapat diteruskan pada masa akan datang dengan lebih ramai lagi asnaf yang terpilih dapat dibantu. **– HARAKAHDAILY 4/8/2023**

**4 August 2023, The Star**
**Etiqa Retirement Survey**

**Senior**
Share

By Ellen Whyte

Financial stability is an important part of your senior years. Make a note of how you spend your money and gain insight into your spending habits. — Photos: 123rf.com

# For a comfortable life after retirement

We are living longer and longer, and hopefully staying healthier too. So how do you live well after retirement – when you're on a budget and not a millionaire? And what is 'well', anyway?

AFTER decades of hard work, many of us imagine retirement like a well-deserved holiday.

A survey published by Etiqa and Takaful last month showed that 88% of Malaysians want to spend more time with family, 75% want to travel, and 55% dream about taking up a new hobby.

However, as 46% of Malaysians don't plan their retirement, only 23% believe they can retire comfortably.

For years, studies have warned of the retirement crisis. The pandemic didn't help, pushing many of us to tap precious savings. However, studies also suggest some useful rethinking that can help boost your golden years.

## What the science says

Quality of life centres on feeling good in your body, being happy in your relationships, and taking part in activities you enjoy. Financial stability is an important ingredient for all of these.

A study of 210 Malaysian retirees in 2021 led by Professor Nor Azilah Husin at Universiti Selangor found that financial resources, followed by healthcare, influence retirees' quality of life most. Thankfully, a whopping 73.3% reported feeling healthy.

In 2015, a study of 768 Malaysians in Kuala Lumpur and Selangor led by Dr Ainoriza Mohd Aini at Universiti Malaya found that seniors see property as an investment rather than a home for their comfort.

While more than half believed that their bedrooms, kitchens, stairs, and other facilities needed renovating, a whopping 66% referred to age in place. Just 22% were willing to move as part of their retirement and only 5% were interested in considering a US-style retirement village with purpose-built retirement properties serviced by bespoke medical, cleaning and other support services.

Finally, dozens of studies in various communities have shown that many grandparents feel pressured into giving up their retirement and resent being pushed into rearing their grandchildren full-time.

As Dr Qing Lin and Dr Jingyu Mao, researchers at the University of Edinburgh, observed in their 2022 study of 120 families in China, this is a complex issue that involves changing perceptions of generational duty and care. Unless addressed fairly and directly, it creates tension and struggles within the family.

Putting this together, several points come to mind.

## Rethink your finances

As you've been in the habit of thinking of your spending in terms of a work week, step one is to reassess your finances.

Take notes of everything you spend for two months. Don't change what you're doing; just note everything down. This will give you clear insight into spending.

## Rethink your home

We don't like change and tend to move only if absolutely necessary. However, as a home is a major cost, whether you rent or own, it's sensible to think like a banker.

If you are concerned about money running out, downsizing or moving a few miles can result in extra cash to top up your investments.

Either way, also look at your home in terms of health needs. Do you have slip-proof tiles? If (God forbid) you fall and break a bone, can you access your shower, move from room to room, and reach your bedroom easily with a cane or a wheelchair?

Similarly, cars are money sinks but they are vital for a commute. When you're retired, assess and rethink your transport.

## Cook wonderful meals

We love our 24/7 takeout but there are two downsides. Commercially prepared dishes are typically high in sugar, fat and processed ingredients. Also, as the seller needs to make a profit, they're expensive.

In working life, takeout is efficient and we close one eye to the health implications. In retirement, staying fit and flexible is key to staying independent.

Preparing your own meals is cheaper, will pay off in better physical health and it's creative.

If you are concerned about money running out, downsizing your home is an option.

Aside from being an excellent hobby, cooking brings the family together. There's nothing better than eating grandpa's home-made chicken curry Kapitan and grandma's popiah.

## Have a family meeting

Mind-reading isn't a human skill, so it's best to be clear about your retirement intentions, worries and needs. To avoid misunderstandings, work out what you want from your retirement now and when you are older. Share these plans with the family.

It may not be easy, especially if your needs don't align. However, you can negotiate with each other. Then hold regular discussions so you all support each other fairly and with love.

**Ellen Whyte is a British-registered counsellor and psychotherapist who has a soft spot for cats. She founded an online practice in 2016, and works with clients in 20+ countries.**

**4 August 2023, Harian Metro**

**Etiqa offers protection for Tesla car owners financed by Maybank**

Metro

# Etiqa tawar pakej perlindungan Tesla Ensure kepada pemilik Tesla

**Kuala Lumpur:** Etiqa menawarkan pakej perlindungan Tesla Ensure yang komprehensif dan eksklusif kepada pemilik Tesla di Malaysia.

Ketua Pegawai Eksekutif Kumpulan Etiqa Insurance dan Takaful, Kamaludin Ahmad berkata, pakej itu yang mengandungi perlindungan untuk kabel pengecas mudah alih kenderaan elektrik (EV) dan tambahan perlindungan ini selaras dengan sasaran kerajaan bagi mengembangkan pasaran kenderaan EV kepada 38 peratus daripada jumlah kenderaan yang dijual menjelang 2040.

Katanya, pelan insurans dan takaful motor ini ditaja jamin oleh Etiqa General Insurance Bhd dan Etiqa General Takaful Bhd.

"Selain daripada pakej motor asas Etiqa, pemilik polisi dan sijil Tesla Ensure akan menerima perlindungan percuma untuk pengecas EV di rumah, yang mana ia memberikan pembayaran balik sehingga RM12,000 bagi menggantikan atau membaiki pengecas EV di rumah yang hilang atau rosak," katanya dalam kenyataan.

Menurutnya, ia menegaskan komitmen Etiqa terhadap kelestarian dengan memperkenalkan Tesla Ensure, satu pakej perlindungan khas yang direka khas untuk pemilik Tesla.

# 2 August 2023, Sinar Harian

# Etiqa offers protection for Tesla car owners financed by Maybank

Sinar Harian

BISNES

## Etiqa tawar pakej perlindungan Tesla Ensure kepada pemilik Tesla

02 Ogos 2023 05:11pm

ETIQA hari ini mengumumkan penawaran pakej perlindungan Tesla Ensure yang komprehensif dan eksklusif kepada pemilik Tesla di Malaysia.

Dalam satu kenyataan, ia berkata, pakej itu yang mengandungi perlindungan untuk kabel pengecas mudah alih kenderaan elektrik (EV) dan tambahan perlindungan ini selaras dengan sasaran kerajaan bagi mengembangkan pasaran kenderaan EV kepada 38 peratus daripada jumlah kenderaan yang dijual menjelang 2040.

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Ketua Pegawai Eksekutif Kumpulan Etiqa Insurance dan Takaful, Kamaludin Ahmad menegaskan, komitmen Etiqa terhadap kelestarian dengan memperkenalkan Tesla Ensure, satu pakej perlindungan khas yang direka khas untuk pemilik Tesla.

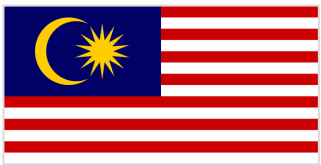
"Sebagai sebuah syarikat insurans dan takaful terkemuka yang memperjuangkan kelestarian, Etiqa berusaha untuk mengurangkan kebimbangan dalam kalangan pemilik kenderaan Tesla terhadap semua keperluan perlindungan mereka.

"Dengan inisiatif ini yang menyediakan perlindungan menyeluruh termasuk perlindungan untuk pemandu dan kenderaan, pemilik Tesla akan berasa yakin dan tenang ketika memandu Tesla baharu mereka," katanya.

Tesla Ensure juga turut menawarkan bantuan khas untuk kerugian menyeluruh (total lost) dan kecurian, perlindungan kemalangan peribadi untuk individu yang diinsuranskan, bantuan banjir, manfaat ihsan, pelepasan caj berlebihan dan rebat tunai sehingga 30 peratus dengan tambahan 'Drive Less Save More'. - Bernama

**2 August 2023, The Sun Daily**

**Etiqa offers protection for Tesla car owners financed by Maybank**



theSundaily
TELLING IT AS IT IS

# Etiqa introduces Tesla Ensure protection package

**PETALING JAYA:** Etiqa is offering an insurance and takaful motor coverage plan, the Tesla Ensure package, to new Tesla owners in Malaysia.

The package includes a first-in-Malaysia insurance and takaful coverage for electric vehicle (EV) portable charging cable coverage -the expanded coverage is in line with the government's target of growing the EV market to 38% of total vehicles sold by 2040.

Etiqa Insurance and Takaful group CEO Kamaludin Ahmad reiterated the company's commitment to sustainability in introducing the package.

"Etiqa aims to alleviate concerns among Tesla vehicle owners on all their protection needs. With this initiative which provides a holistic coverage that includes protection to the driver and vehicle, Tesla owners will have peace of mind in driving their brand new Teslas," he said in a statement.

He added that the company strives to promote personal and corporate sustainability through solutions.

**2 August 2023, The Star**

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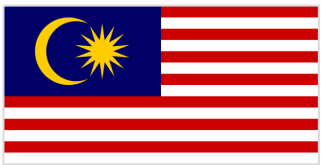




# Etiqa offers Tesla Ensure insurance package for Tesla owners

INSURANCE

Wednesday, 02 Aug 2023 6:05 PM MYT

Etiqa Insurance and Takaful group chief executive officer Kamaludin Ahmad

KUALA LUMPUR: In line with the government's target to expand the market for electric vehicles (EV) in the country, Etiqa Insurance and Takaful has introduced Tesla Ensure, a comprehensive and exclusive insurance package for Tesla owners in Malaysia.

It said that the move would support the government's aim to grow the EV market share to 38 per cent of Malaysia's automotive total industry volume by 2040.

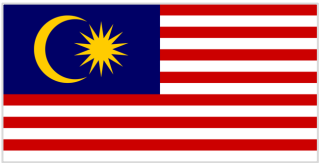
The motor insurance and takaful plan is underwritten by Etiqa General Insurance Bhd and Etiqa General Takaful Bhd.

"Aside from Etiqa's basic motor insurance package, Tesla Ensure policy and certificate owners will also receive free coverage for their EV home chargers, which offers reimbursement of up to RM12,000 to replace or repair lost or damaged chargers," it said.

Etiqa Insurance and Takaful group chief executive officer, Kamaludin Ahmad emphasised the group's commitment to sustainability, adding that the group aims to ease Tesla owners' concerns with regards to their coverage plans.

The comprehensive coverage plan also includes special assistance for total loss and theft, personal accident coverage for insured individuals, flood assistance and cash rebates of up to 30 per cent. - Bernama

# August 2023
# Etiqa Mentions - Malaysia



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|---|---|---|---|
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| 04-Aug-2023 08:44AM | The Star - The gift of a rose; Putting women in charge; Nothing is impossible | The Star | https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202308/20230804/news-600241-20230804-2325-1691102663415.pdf |
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| 03-Aug-2023 05:20PM | Etiqa's Tesla Ensure Insurance Package Offers Exclusive Benefits For Tesla Owners | Newswav | https://newswav.com/article/etiqa-s-tesla-ensure-insurance-package-offers-exclusive-benefits-for-tesla-A2308_6Ya4ZD |
| 03-Aug-2023 04:58PM | Etiqa's Tesla Ensure Insurance Package Offers Exclusive Benefits For Tesla Owners | RinggitPlus - wpcomstaging.com | https://ringgitplus.wpcomstaging.com/en/blog/motor-vehicle-insurance/etiqas-tesla-ensure-insurance-package-offers-exclusive-benefits-for-tesla-owners.html/ |
| 03-Aug-2023 04:58PM | Etiqa's Tesla Ensure Insurance Package Offers Exclusive Benefits For Tesla Owners | RinggitPlus | https://ringgitplus.com/en/blog/en/blog/motor-vehicle-insurance/etiqas-tesla-ensure-insurance-package-offers-exclusive-benefits-for-tesla-owners.html |
| 03-Aug-2023 03:33PM | Etiqa Tesla Ensure EV coverage now offered in Malaysia, for Tesla owners only | AutoBuzz.my | https://autobuzz.my/2023/08/03/etiqa-tesla-ensure-coverage-now-offered-in-malaysia-for-tesla-owners-only/ |
| 03-Aug-2023 08:50AM | Sinar Harian - Etiqa sedia pakej perlindungan kepada pemilik Tesla | Sinar Harian | https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202308/20230803/news-599665-20230803-2325-1691018047993.pdf |
| 02-Aug-2023 06:55PM | Etiqa tawar pakej perlindungan Tesla Ensure kepada pemilik Tesla | Inspirasi Destinasi Menarik Percutian Impian - Destinasi Asia | http://destina.my/etiqa-tawar-pakej-perlindungan-tesla-ensure-kepada-pemilik-tesla/ |
| 02-Aug-2023 06:17PM | Etiqa tawar pakej perlindungan Tesla Ensure | malaysia shafaqna | http://malaysia.shafaqna.com/MY/AL/3144779 |
| 02-Aug-2023 06:07PM | Etiqa tawar pakej perlindungan Tesla Ensure | Berita Harian | https://www.bharian.com.my/bisnes/auto/2023/08/1135024/etiqa-tawar-pakej-perlindungan-tesla-ensure |
| 02-Aug-2023 06:07PM | Etiqa tawar pakej perlindungan Tesla Ensure | Lumi News | https://luminews.my/news/1471321 |
| 02-Aug-2023 06:05PM | Etiqa offers Tesla Ensure insurance package for Tesla owners | News \| KLSE Screener | https://www.klsescreener.com/v2/news/view/1184007/etiqa-offers-tesla-ensure-insurance-package-for-tesla-owners |
| 02-Aug-2023 05:59PM | Etiqa tawar pakej perlindungan Tesla Ensure kepada pemilik Tesla | Newswav | https://newswav.com/article/etiqa-tawar-pakej-perlindungan-tesla-ensure-kepada-pemilik-tesla-A2308_ZB25K0 |
| 02-Aug-2023 05:04PM | ETIQA TAWAR PAKEJ PERLINDUNGAN TESLA ENSURE KEPADA PEMILIK TESLA | BERNAMA | https://www.bernama.com/bm/ekonomi/news.php?id=2212382 |
| 01-Aug-2023 09:10AM | Maybank enhances ESG Research, invests RM1.6m for ESG analysts | I3 Investor | https://klse.i3investor.com/web/blog/detail/savemalaysia/2023-08-01-story-h-243889794-Maybank_enhances_ESG_Research_invests_RM1_6m_for_ESG_analysts |

# 24 August 2023, Advertising + Marketing
# Etiqa Singapore new brand film ignites the spirit of adventure



MARKETING-INTERACTIVE × shopifyplus
Industry insights for retailers in Southeast Asia.
The SEA Commerce Trends Report
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## Etiqa Insurance ignites the spirit of adventure in new brand film

Published
24 August 2023

Author
Marcus Venu Das

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Etiqa Insurance Singapore has launched a new 'With You for the Ride' brand campaign as it looks to ignite the spirit of adventure among Singaporeans. It plans to do so through its suite of insurance products that have been designed to meet the needs of its diverse customer base.

"We believe that life is meant to be lived with enthusiasm and a spirit of adventure," said Shirley Tan, chief marketing officer at Etiqa Insurance Singapore. "Our fresh 'With You for the Ride' campaign encapsulates this very essence, illustrating that we stand by individuals through every twist and turn, defying the constraints of age."

The campaign features a short film that highlights how life's unpredictable journeys can become less overwhelming when one is properly insured. It features individuals from various age groups as they embark on life's adventures such as 20-year-olds having parties, 30-year-olds advancing in their careers and 40-year-olds building up their families to name a few.

Through the film, Etiqa seeks to challenge the way insurance is portrayed and utilises compelling personal narratives and dynamic visuals to humanise insurance to a wider audience while also making relatable the aspirations and dreams of Singaporeans, according to a statement by the brand.

"We fully comprehend the value of trust in cultivating enduring relationships, and our fresh campaign embodies Etiqa's dedication to protection and transparency, pledging to be the unwavering partner that our customers can depend on," added Tan.

Etiqa's products featured in the campaign include youth-oriented plans that foster financial growth, protection solutions for adults seeking stability and security and retirement-focused products that ensure peace of mind during the golden years.

The campaign will also span across digital, social media and out-of-home channels including bus wraps, MRT stations, and movie theatres in Singapore.

Insurance companies in Singapore have been ramping up their campaign efforts as of late. Recently, **Income Insurance** collaborated with American rock band The Calling to release an original song and music video for its new Protection campaign. Titled *Fallin Apart*, the single was created with agency BBH Singapore and aims to encourage conversations around the underinvestment in health and critical illness coverage in Singapore.

"Now more than ever is the right time to invest in life, health and critical illness cover following the aftermath of the pandemic and the current economic downturn where unforeseen circumstances can hit anytime," said Stella Tan, vice president and head of brand and segment marketing at Income Insurance.

# 23 August 2023, Asia One

# Etiqa Singapore launches "With You for the Ride" campaign: Your Trusted Partner at Every Stage of Life

asiaone

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WINNER

BUSINESS

## Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life

PUBLISHED ON **AUGUST 23, 2023 1:30 PM**

SINGAPORE - Media OutReach - 23 August 2023 - Etiqa Insurance Singapore, a leading insurance provider, today unveiled its latest brand campaign, *'With You for the Ride'*, which aims to ignite the spirit of adventure among Singaporeans, inviting them to explore life's diverse possibilities and embrace the excitement of unexpected journeys.

"We believe that life is meant to be lived with enthusiasm and a spirit of adventure," said Shirley Tan, Chief Marketing Officer, Etiqa Insurance Singapore. "We take immense pride in being the steadfast partner our customers can count on, no matter where their journey leads. Our fresh *'With You for the Ride'* campaign encapsulates this very essence, illustrating that we stand by individuals through every twist and turn, defying the constraints of age."

**Journeying together through life with Etiqa**

At the core of this campaign, Etiqa Insurance Singapore seeks to transform the way insurance is portrayed, through the use of compelling narratives and dynamic visuals that appeal to the target audiences. The company will also spearhead a holistic array of initiatives across a comprehensive 360 campaign mix across online and offline channels. Etiqa Insurance Singapore aims to establish itself as a trusted companion through these initiatives, providing financial protection and support while empowering individuals to pursue their passions and dreams.

The '*With You for the Ride*' campaign showcases Etiqa Insurance Singapore's dedication to humanising insurance and making it relatable to the aspirations and dreams of Singaporeans. By fostering a sense of partnership, trust, and confidence, Etiqa Insurance Singapore aims to build meaningful connections with customers and help them navigate life's journey with ease.

"In a world where uncertainties abound, Etiqa aspires to redefine the insurance journey by underscoring the significance of a robust and unwavering alliance between insurers and their esteemed customers," added Shirley. "We fully comprehend the value of trust in cultivating enduring relationships, and our fresh campaign embodies Etiqa's dedication to protection and transparency, pledging to be the unwavering partner that our customers can depend on."

Protecting customers since 1961, Etiqa Insurance Singapore is a licensed life and general insurance company regulated by the Monetary Authority of Singapore (MAS) and governed by the Insurance Act. The local insurer is the Singapore operating entity of Etiqa Insurance Group – a leading insurance and takaful business in ASEAN offering life and general insurance and family and general takaful products through its agents, branches, offices and bancassurance network in the region. Etiqa is rated 'A' by credit rating agency Fitch for the group's 'Favorable' business profile and 'Very Strong' capitalisation.

Etiqa is owned by Maybank Ageas Holdings Berhad, a joint venture company that combines local market knowledge with international insurance expertise. The company is 69% owned by Maybank, the fourth largest banking group in Southeast Asia, and 31% by Ageas, an international insurance group with footprints across 16 countries and a heritage that spans over 190 years.

Etiqa's comprehensive suite of insurance products is thoughtfully designed to meet the ever-changing needs of its diverse customer base. These include youth-oriented plans that foster financial growth, protection to tailor-made solutions for adults seeking stability and security, even for those looking beyond the next generations, and retirement-focused products that ensure peace of mind during the golden years.

The *'With You for the Ride'* campaign will be widely featured across digital, social media and out-of-home channels including bus shelters, MRT stations, and movie theatres in Singapore. To learn more about Etiqa Insurance Singapore *'With You for The Ride'* campaign, please visit https://www.etiqa.com.sg/withyou/.
Hashtag: #EtiqaInsurance #WithYouForTheRide
The issuer is solely responsible for the content of this announcement.

Etiqa Insurance Pte. Ltd. (Etiqa Insurance Singapore)

# August 2023
# Etiqa Mentions – Singapore

| Date | Headline | Media Title | URL |
|---|---|---|---|
| 28-Aug-2023 06:57AM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Australian Daily Bulletin.com.au | https://www.dailybulletin.com.au/business/news-from-asia/75489-etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life |
| 28-Aug-2023 05:26AM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Viw | https://www.viw.com.au/index.php/news/news-from-asia/41928-etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life |
| 25-Aug-2023 07:04AM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | The Southern Cross | https://thesoutherncross.com.au/business/news-from-asia/3510-etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life |
| 25-Aug-2023 06:10AM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | The Chronicle | https://thechronicle.net.au/business/news-from-asia/3394-etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life |
| 24-Aug-2023 08:15PM | Etiqa Insurance Singapore Unveils Inspirational 'With You for the Ride' Campaign | Marketing in Asia | https://www.marketinginasia.com/etiqa-insurance-singapore-unveils-inspirational-with-you-for-the-ride-campaign/ |
| 24-Aug-2023 02:55PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | The Times | https://thetimes.com.au/news/news-from-asia/24860-etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life |
| 24-Aug-2023 09:13AM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | WhaTech | https://www.whatech.com/asia-pacific-news/754588-etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life |
| 23-Aug-2023 03:26PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Go Dubai | http://godubai.com/2/6292/Etiqa-Insurance-Singapore-launches-%E2%80%98With-You-for-the-Ride'-campaign:-Your-Trusted-Partner-at-Every-Stage-of-Life |
| 23-Aug-2023 03:15PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Morningstar Asia - PRNewswire | https://hk.morningstar.com/AP/MEDIAOUTREACH/DEFAULT.ASPX?release_id=241236 |
| 23-Aug-2023 03:14PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | BizWire Express | https://www.bizwireexpress.com/showstoryMediaOutreach.php?storyid=13748 |
| 23-Aug-2023 03:14PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | QatarPRNetwork.com | http://www.QatarPRNetwork.com/2/119548/Etiqa-Insurance-Singapore-launches-'With-You-for-the-Ride'-campaign:-Your-Trusted-Partner-at-Every-Stage-of-Life |

# August 2023
# Etiqa Mentions – Singapore

| Date | Headline | Media Title | URL |
|---|---|---|---|
| 23-Aug-2023 03:13PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | 台湾产经新闻网 | https://news.taiwannet.com.tw/c8/104492/Etiqa-Insurance-Singapore-launches-%E2%80%98With-You-for-the-Ride%E2%80%99-campaign-Your-Trusted-Partner-at-Every-Stage-of-Life.html |
| 23-Aug-2023 03:11PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | KuwaitPR.com | http://www.KuwaitPR.com/2/559988/Etiqa-Insurance-Singapore-launches-'With-You-for-the-Ride'-campaign:-Your-Trusted-Partner-at-Every-Stage-of-Life |
| 23-Aug-2023 03:01PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Dubai PR Network | http://www.dubaiprnetwork.com/2/6292/Etiqa-Insurance-Singapore-launches-%E2%80%98With-You-for-the-Ride'-campaign:-Your-Trusted-Partner-at-Every-Stage-of-Life |
| 23-Aug-2023 02:30PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Brandspur | https://brandspurng.com/2023/08/23/etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life/ |
| 23-Aug-2023 02:14PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Haps Magazine Korea | https://www.hapskorea.com/mediaoutreach/?release_id=241236 |
| 23-Aug-2023 02:14PM | Etiqa Insurance Singapore launches "With You for the Ride" campaign: your trusted partner at every stage of life | LatestFinance.News | https://latestfinance.news/etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life-477416/ |
| 23-Aug-2023 02:12PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Viet Nam News | https://vietnamnews.vn/media-outreach/1582827/etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life.html |
| 23-Aug-2023 02:04PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | WDC News 6 | https://wdcnews6.com/etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life/ |
| 23-Aug-2023 02:02PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | CRWE World | https://crweworld.com/article/news-provided-by-media-outreach-/2954614/etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life |
| 23-Aug-2023 02:00PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Oi magazine | https://oivietnam.com/newsfeed/media-outreach/?release_id=241236 |
| 23-Aug-2023 02:00PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Our Daily News Online | https://ourdailynewsonline.com/media-outreach/?release_id=241236 |

# August 2023
# Etiqa Mentions – Singapore

| Date | Headline | Media Title | URL |
|---|---|---|---|
| 23-Aug-2023 01:57PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Dubai PR Network | http://www.dubaiprnetwork.com/Media-OutReach-PR.asp?PR=241236 |
| 23-Aug-2023 01:54PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | 新浪網 - 香港 | https://portal.sina.com.hk/finance/finance-mediaoutreach/media-outreach/2023/08/23/484185/etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life/ |
| 23-Aug-2023 01:53PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Macau Business | https://www.macaubusiness.com/etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life/ |
| 23-Aug-2023 01:50PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Vulcan Post | https://vulcanpost.com/media-outreach/?release_id=241236 |
| 23-Aug-2023 01:49PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Go Dubai | https://www.godubai.com/citylife/Media-OutReach-PR.asp?PR=241236 |
| 23-Aug-2023 01:48PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | 南洋视界·新加坡 | http://sg.nanyangpost.com/p/mediaoutreach.html?release_id=241236 |
| 23-Aug-2023 01:48PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | 南洋视界 | http://news.nanyangpost.com/p/mediaoutreach.html?release_id=241236 |
| 23-Aug-2023 01:48PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Focus Malaysia | https://focusmalaysia.my/media-outreach/?release_id=241236 |
| 23-Aug-2023 01:45PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | MONEY FM 89.3 | https://www.moneyfm893.sg/media-outreach/etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life-12653/ |
| 23-Aug-2023 01:38PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Inside Out | https://insideout.vn/media-outreach/?release_id=241236 |
| 23-Aug-2023 01:35PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Zawya | https://www.zawya.com/en/economy/global/etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life-ouewksoj |
| 23-Aug-2023 01:34PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | KuwaitPR.com | http://kuwaitpr.com/Media-OutReach-PR.asp?PR=241236 |

# August 2023
# Etiqa Mentions – Singapore

| Date | Headline | Media Title | URL |
|---|---|---|---|
| 23-Aug-2023 01:34PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Weekender | https://weekender.com.sg/mediaoutreach/?release_id=241236 |
| 23-Aug-2023 01:31PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Miscw | https://www.miscw.com/etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life-92891.html |
| 23-Aug-2023 01:30PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Yahoo! Singapore | https://sg.news.yahoo.com/etiqa-insurance-singapore-launches-ride-053000464.html |
| 23-Aug-2023 01:30PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Malay Mail | https://www.malaymail.com/news/money/mediaoutreach/2023/08/23/etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life/241236 |
| 23-Aug-2023 01:30PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | OVietnam | http://ovietnam.vn/media-outreach/etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life_347370.html |
| 23-Aug-2023 01:30PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Yahoo! Singapore Finance | https://sg.finance.yahoo.com/news/etiqa-insurance-singapore-launches-ride-053000464.html |
| 23-Aug-2023 01:30PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Taiwan News Online | https://www.taiwannews.com.tw/en/news/4978704 |
| 23-Aug-2023 01:30PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | TechSpace Africa | https://tech-space.africa/etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life/ |
| 23-Aug-2023 01:30PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Pitch Engine Australia | https://www.pitchengine.com.au/news/media-outreach-english/32791-etiqa-insurance-singapore-launches-%E2%80%98with-you-for-the-ride%E2%80%99-campaign-your-trusted-partner-at-every-stage-of-life |
| 23-Aug-2023 01:30PM | Etiqa Insurance Singapore launches 『With You for the Ride』 campaign: Your Trusted Partner at Every Stage of Life | 88IV - Finance Foreign Exchange News | https://www.88iv.com/en/n.html?id=28366463862206249&cat=media_outreach |
| 23-Aug-2023 01:30PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | DB Power Online Limited | http://www.dbpower.com.hk/en/news/news-finance-news-outreach/?uid=enhttps:release.phpView241236Contact&page=1 |
| 23-Aug-2023 01:30PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Sin Chew Daily - Happy Sunday / 星洲日报 快乐星期天 | https://www.sinchew.com.my/20230823/etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life/ |

# August 2023
# Etiqa Mentions – Singapore

| Date | Headline | Media Title | URL |
|---|---|---|---|
| 23-Aug-2023 01:30PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Y-Thai.net | https://www.y-thai.net/feeds.html?f=media-outreach&i=etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life |
| 23-Aug-2023 01:30PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Africa News Circle | https://www.africanewscircle.com/?p=77552 |
| 23-Aug-2023 01:30PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Siam News Network - PRNewswire | https://www.siamnews.net/press-release/45141-etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life/ |
| 23-Aug-2023 01:30PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | Laotian Times | https://laotiantimes.com/2023/08/23/etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life/ |
| 23-Aug-2023 01:30PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | European Business Magazine | https://europeanbusinessmagazine.com/media-outreach/etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life/ |
| 23-Aug-2023 01:30PM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | ET Net | https://www.etnet.com.hk/www/tc/news/mediaoutreach_news_detail.php?newsid=241236 |
| 23-Aug-2023 09:30AM | Etiqa Insurance Singapore launches 'With You for the Ride' campaign: Your Trusted Partner at Every Stage of Life | The Arabian Post | https://thearabianpost.com/etiqa-insurance-singapore-launches-with-you-for-the-ride-campaign-your-trusted-partner-at-every-stage-of-life/ |
| 24-Aug-2023 01:27PM | Kampanye Terbaru Etiqa Insurance Singapura □With You for the Ride□, Kobarkan Semangat Petualangan di Kalangan Masyarakat Singapura | RiauGreen.com | https://riaugreen.com/view/Bisnis/85694/Kampanye-Terbaru-Etiqa-Insurance-Singapura--With-You-for-the-Ride---Kobarkan-Semangat-Petualangan-di-Kalangan-Masyarakat-Singapura.html |
| 24-Aug-2023 11:06AM | Etiqa Insurance Singapore launches □With You for the Ride□ campaign: Your Trusted Partner at Every Stage of Life | RiauGreen.com | https://riaugreen.com/view/MediaOutReach/85677/Etiqa-Insurance-Singapore-launches--With-You-for-the-Ride--campaign--Your-Trusted-Partner-at-Every-Stage-of-Life.html |
| 23-Aug-2023 03:21PM | Etiqa Insurance Singapore's new campaign encourages Singaporeans to enjoy life's unexpected journeys | Marketech Apac | https://marketech-apac.com/etiqa-insurance-singapores-new-campaign-encourages-singaporeans-to-enjoy-lifes-unexpected-journeys/ |

# 14 August 2023, Digital Pilipinas

# Etiqa Philippines' Gadget Insurance recognized anew at Insurance Asia Awards 2023

News Etiqa Philippines' gadget insurance recognized anew at Insurance Asia Awards 2023

## Etiqa Philippines' gadget insurance recognized anew at Insurance Asia Awards 2023

by digitalph / August 14, 2023

**As seen on: Manila Standard**

Etiqa Philippines' innovative gadget insurance has once again demonstrated its excellence after being hailed as Insurtech Initiative of the Year at the Insurance Asia Awards 2023.

As a pioneering product, Gadget Protection was Etiqa's first venture into embedded insurance with a major e-commerce platform together in partnership with digital insurance provider, Igloo.

Etiqa's insuretech product first earned a nod from the famed International Finance Awards (IFA) as the Best Insuretech Initiative in the Philippines for 2022.

At the core, the regional insurer's first gadget microinsurance aims to protect users of smartphones and other electronic devices from unexpected repair costs brought about by unwanted incidents.

Affirming this successful foray into gadget insurance for Etiqa were the 7 million new policies they have generated in Shopee alone by the end of 2022.

**Recognizing successful ventures**

With the recent challenges in the insurance industry, Insurance Asia Awards shines the spotlight on outstanding companies that propelled their business to new heights to innovate further and provide unique offerings to their clients.

Since its inception eight years ago, the programme, which covers countries in the Asia Pacific region, highlights the hard work, dedication, and creativity of regional and country-level insurance companies who have stepped up to meet the growing demands of the ever-changing industry.

Organized by Singapore-based leading business information group, the nominees were judged by topnotch insurance leaders in Asia based on the following criteria: uniqueness and innovation; effectiveness and impact, as well as dynamism.

**Supporting mobile-first mindset**

"Pushing for a mobile and digital-first approach in the country involves securing the very gadgets that make it possible. We are honored to be recognized by the Insurance Asia Awards for a product that has been transformational not just for our company but more so for our *kababayans,*" said Rico Bautista, President and CEO of Etiqa Philippines.

He added: "As we are constantly looking for new ways to use technology to improve the customer experience, this award is a validation of our efforts in championing insuretech to provide seamless solutions and services for the industry and the entire country."

The pocket-friendly, accessible, and straightforward gadget insurance Cracked Screen Protection and Electronics are readily available online and can be availed immediately before checkout of an electronic or mobile device through Shopee. They can easily top up or purchase the insurance before checkout and activate the policy via Igloo Portal.

For the same product, GCash e-wallet holders, meanwhile, can avail of Phone Screen Protect (PSP) and Full Phone Protection (360) via an affordable phone protection plan under GInsure for as low as Php 50 annually. To make it even more convenient and purely digital, clients can purchase phone protection plans, view their policies, and file claims right through the app.

With the mission of making the Philippines a better place, Etiqa ensures that it will continue being a significant player in the insurance industry by offering life and non-life insurance products that leverage on technology in improving the customer experience.

# 4 August 2023, Manila Insight

# Etiqa Philippines partner up KonsultaMD, to make digital health more accessible to Filipinos

Manila Insight
YOUR DAILY DOSE OF NEWS

## KonsultaMD, Etiqa Philippines partner up to make digital health more accessible to Filipinos

AUGUST 4, 2023 / HEALTH & WELLNESS

KonsultaMD and Etiqa Philippines have embarked on a partnership to enhance digital health access for Filipinos. This initiative enables Etiqa members and their dependents to avail of free consultations from KonsultaMD.

*Cholo Tagaysay (L), CEO of KonsultaMD, and Rico Bautista, CEO and President of Etiqa (R), seal the deal with a handshake.*

The alliance was formally unveiled at a recent contract signing event attended by key executives from both companies, led by Cholo Tagaysay, CEO of KonsultaMD, and Rico Bautista, President and CEO of Etiqa.

With this collaboration, KonsultaMD becomes a key health partner in Etiqa's extensive network of over 1,500 hospitals and clinics across the country. Augmented by KonsultaMD's large network of over 1,000 healthcare professionals on their platform, Etiqa members can now access a broad array of doctors and specialists through the app.

The synergy of these two ecosystems seeks to foster a more comprehensive approach to healthcare and provide a more affordable, accessible, and robust health solution for Filipinos. KonsultaMD and Etiqa Philippines, leaders in telehealth and health insurance, respectively, look forward to introducing additional services in the coming months.

"As we develop more services in the KonsultaMD ecosystem, we would still need partners who can help amplify the reach of our services. We are in the business of democratizing healthcare, and Etiqa is the perfect partner to help reach that goal," said Tagaysay.

Dr. Fe De Leon, Senior Assistant Vice President of the Medical Operations Department of Etiqa Philippines, noted how the partnership seeks to address limited access to fundamental healthcare facilities and services in the Philippines.

"The biggest challenge for the Philippine healthcare sector is the lack of access to even the most basic healthcare facilities and services including teleconsultation, particularly in the provincial areas. We hope that this partnership will provide accessibility and quality healthcare services while being a cost-effective and efficient practice of preventive medicine," she said.

Etiqa members can avail of free online doctor consultations from KonsultaMD through a simple three-step process. First, they must call the KonsultaMD Hotline at 02-7798-8000 (press 0) or email @wellness@konsulta.md, and provide the Wellness Representative their policy number and mobile number, a one-time requirement for initial consultation. Following this, members should download the KonsultaMD app and register using the same mobile number given to the hotline. The Etiqa health plan will be activated within the app in about thirty minutes upon successful registration.

A portfolio company of Globe's 917Ventures, KonsultaMD is helping democratize healthcare through comprehensive, reliable telehealth services including 24/7 doctor access, medical certificates, same-day pharmacy deliveries, at-home diagnostics, and nursing care for newborns and the elderly. It also advocates for mental health consultations, leading efforts to destigmatize such services among Filipinos.

For more information about KonsultaMD, visit https://konsulta.md or download the app on the App Store or Google Play.

# August 2023
# Etiqa Mentions - Philippines

| Date | Headline | Media Title | URL |
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# Etiqa Mentions - Philippines

| Date | Headline | Media Title | URL |
|---|---|---|---|
| 02-Aug-2023 12:31AM | KONSULTA-Etiqa PH partnership, MERALCO RESCUE for emergency awareness, EASTERN Comm IDS powers up HSN, ABS-CBN hosts UTA, CEBUANA Lhuillier Insurance policy for miners, SHOPEE LIVE empowers sellers and content creators, MAPÚA U global classrooms | Malaya | https://malaya.com.ph/news_business/konsulta-etiqa-ph-partnership-meralco-rescue-for-emergency-awareness-eastern-comm-ids-powers-up-hsn-abs-cbn-hosts-uta-cebuana-lhuillier-insurance-policy-for-miners-shopee-live-empowers-selle/ |
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