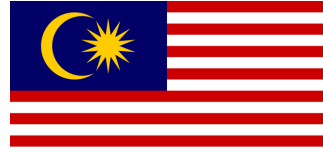




**Etiqua's Media Clippings of February 2025**  
(1 - 28 February 2025)



BRONZE WINNERS



**KAMALUDIN AHMAD**  
Group Chief Executive Officer  
Etiqua Insurance & Takaful

**How has your brand evolved over the years?**

Etiqua began with the brand promise of “Humanizing Insurance & Takaful” in 2007. Being the result of a merger between five different companies then, the Etiqua brand was the new kid on the block but has since established itself to be the leading Insurance and Takaful brand in Malaysia and a home-grown national champion. Since 2016, we have expanded beyond Malaysia’s shores to carry our brand across Asean and establish ourselves amongst the select group of multinational Malaysian brands.

**How important are partnerships in building awareness and strength of your brand?**

Over the years, Etiqua has sought out win-win partnerships with organisations including our network of agents, hospitals, workshops, reinsurers and NGOs to

ensure positive impact on our customers, the communities that we serve and the environment.

An example of this is our partnership with the Employer’s Provident Fund (EPF) to provide insurance and takaful coverage, offered via the i-Lindung initiative, to all segments of Malaysians.

**How has your branding shaped your company’s internal culture and employee engagement?**

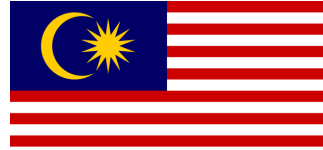
Premised on our Purpose Statement to “Make the World a Better Place”, Etiqua’s brand serves as a north star for our employees to embrace our Core Beliefs of being “Ethical, Trustworthy, Inclusive, Questing, Authentic and Nurturing”. This is reflected in our efforts to inculcate a culture where all employees provide Fast and Easy service with the Best Advice; make profits from work that benefits humanity; grow with our business part-

ners; continuously learn and treat customers like family.

**Sustainability has become a cornerstone for many companies. How does it resonate with your brand?**

Sustainability aligns deeply with our brand values and is a guiding principle in everything we do. We proudly serve diverse segments of society, including the B40 community through affordable premium initiatives such as Pos Khairat, Mutiara Plus insurance, microinsurance programmes in Indonesia and Cambodia, and our zakat contributions.

Additionally, our efforts to reduce our own carbon footprint, and our environmentally friendly products such as “Drive Less, Save More” – that gives customers rebates of up to 30% for driving less, as well as our Electric Vehicle motor protection packages, reflect our commitment to sustainability.



AM > BERITA

## Kerjasama Pertubuhan Kebajikan Hawariyyun, Etiqa Bantu Perkasa Nelayan Asnaf Sabah

© 23/02/2025 02:20 PM



Ketua Pegawai Eksekutif Etiqa Family Takaful Berhad Zafri Bin Ab Halim (dua kiri) menyampaikan siji dan peralatan nelayan kepada salah seorang peserta selepas merasmikan penutup Kursus Transformasi Aplikasi Digital Nelayan Asnaf hari ini. Turut hadir Pengerusi Pertubuhan Kebajikan Hawariyyun Al-Ikhwan Rahmatullah (kiri) dan Pengarang Bebas Bukan Eksekutif dan Pengerusi Jawatankuasa Syariah Kumpulan Etiqa Takaful Profesor Dr. Azman Mohd Noor (kanan)

TAWAU, 22 Feb (Bernama) -- Pertubuhan Kebajikan Hawariyyun dan Etiqa Family Takaful Berhad menjalinkan kerjasama strategik dengan menganjurkan program pemodenan nelayan asnaf bagi membantu memperkasakan ekonomi golongan itu di Sabah.

Ketua Bahagian Perancangan dan Pembangunan Strategik Koperasi Kemajuan Perikanan dan Nelayan Sabah (Ko-Nelayan) Salleh Obong berkata ketika ini terdapat 3,096 nelayan asnaf direkodkan di negeri ini yang perlu dibantu untuk keluar daripada kemiskinan.

"Saya berbesar hati Etiqa Takaful mengambil inisiatif menaja kursus transformasi aplikasi digital nelayan dengan Pertubuhan Kebajikan Hawariyyun sebagai penganjur. Program ini mendedahkan mereka dengan pelbagai pengetahuan termasuk penggunaan teknologi program nelayan digital (e-smart).

"Mengikut data eKasih, antara daerah yang paling ramai nelayan asnaf adalah Pitas serta Semporna, dengan fokus Ko-Nelayan untuk membantu mereka keluar daripada garis kemiskinan," katanya kepada pemberita selepas majlis penutupan program pemodenan nelayan asnaf Etiqa Takaful di sini hari ini.

Sebanyak 60 nelayan asnaf dari Tawau, Semporna, Kunak dan Lahad Datu menyertai program itu dengan Etiqa Takaful menyumbangkan RM250,000 termasuk peralatan melalui inisiatif tanggungjawab sosial korporat (CSR).

Dalam pada itu, Ketua Pegawai Eksekutif Etiqa Takaful Zafri Bin Ab Halim berkata sebagai sebuah syarikat pengendali insurans dan takaful, pihaknya sentiasa berusaha membantu memperkasakan golongan yang kurang bernasib baik termasuk nelayan.

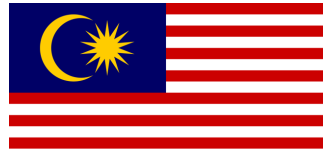
"Program pemodenan nelayan asnaf Etiqa Takaful ini adalah bukti keprihatinan kami dalam menambah baik kehidupan para nelayan dengan memberikan mereka peralatan, ilmu serta teknologi yang diperlukan dan kami berharap program ini meningkatkan ekonomi nelayan asnaf," katanya.

Sementara itu, Pengerusi Pertubuhan Kebajikan Hawariyyun Al-Ikhwan Rahmatullah berkata kerjasama dengan Etiqa Takaful membuktikan visi bersama kedua-dua pihak dalam memperkasakan komuniti nelayan asnaf di Sabah.

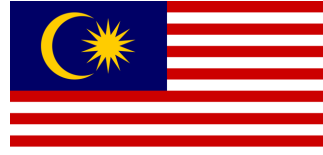
"Dengan menyediakan keperluan, latihan dan bantuan teknologi, kami menyasarkan peluang pendapatan yang mapan untuk para nelayan asnaf," katanya.

Di samping itu, beliau berkata penganjuran program berkenaan sekali gus menggalakkan nelayan beralih kepada kaedah penangkapan lebih moden dan dalam jangka masa panjang, memberi impak positif kepada kehidupan mereka.

Sementara itu, nelayan dari Kunak Azlan Iskandar, 30, berkata program yang dianjurkan itu cukup bermanfaat, antaranya peserta didedahkan dengan penggunaan teknologi e-smart, aplikasi yang dapat mengenal pasti lokasi ikan berdasarkan data satelit.







## Collaboration to improve econ of asnaf fishermen in Sabah

TAWAU: The strategic collaboration between the Hawariyyun Welfare Organisation and Etiqa Family Takaful Berhad through the Etiqa asnaf (tithe recipient) fishermen modernisation programme is helping to widen the economic net for the fishing community who are in the hardcore poor and poorest groups of Sabah.

Head of Strategic Planning and Development Division at Koperasi Kemajuan Perikanan dan Nelayan Sabah (Ko-Nelayan), Salleh Obong said that currently there were 3,096 asnaf fishermen recorded in Sabah who needed assistance to break free from the poverty trap.

"I am delighted that Etiqa has taken the initiative to sponsor a digital application transformation course for fishermen, with Hawariyyun as the organiser of this programme which includes exposure to the use of digital technology (e-smart) to improve the economy of asnaf fishermen.

"Among the fishing districts with the largest number of people in the eKasih data are Pitas and Semporna, (hence) the focus of Ko-Nelayan is to help these asnaf fishermen get out of the poverty line," he said after the closing ceremony of the Etiqa asnaf fishermen modernisation programme here Saturday.

Sixty asnaf fishermen from Tawau, Semporna, Kunak and Lahad Datu participated in the programme organised by the Hawariyyun Welfare Organisation, with Etiqa Family Takaful Berhad donating RM250,000 for fishing equipment through its corporate social responsibility initiative.

Meanwhile, Etiqa Family Takaful Berhad chief executive officer Zafri Ab Halim said as an insurance and Takaful operator company, Etiqa strived to empower the less fortunate, including fishermen.



## Pertubuhan Hawariyyun, Etiqa bantu perkerja nelayan asnaf

TAWAU: Pertubuhan Kebajikan Hawariyyun dan Etiqa Family Takaful Berhad menjalankan kerjasama strategik dengan menganjurkan program pemodenan nelayan asnaf bagi membantu memperkasakan ekonomi golongan itu

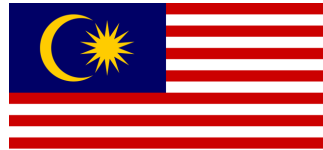
di Sabah.

Ketua Bahagian Perancangan dan Pembangunan Strategik Koperasi Kemajuan Perikanan dan Nelayan Sabah (Ko-Nelayan) Salleh Obong berkata ketika ini terdapat 3,096 nelayan asnaf

direkodkan di negeri ini yang perlu dibantu untuk keluar daripada kemiskinan.

"Saya berbesar hati Etiqa Takaful mengambil inisiatif menaja kursus transformasi aplikasi digital nelayan

dengan Pertubuhan Kebajikan Hawariyyun sebagai penganjur. Program ini mendedahkan mereka dengan pelbagai pengetahuan termasuk penggunaan teknologi program nelayan digital (e-smart)". - Bernama



**Darah Muda**      **SHAHRUL AZUAN MOHAMED**  
Ketua Pegawai Eksekutif, Etiqa General Takaful Berhad

SIARAN LANGSUNG      **BURSA MALAYSIA PARES LOSS AS BANKING AND TELECOM STOCKS RECOVER**

**BISNES**      Berwaspada ketika melakukan perjalanan ke luar negara. Etak jadi kedai dadah, kedai barangan kemua emas, mangsa penipuan pekerjaan atau

20 : 32 : 51



**EHWAL SEMASA**      **CIMB SUMBANG RM3.6 JUTA UNTUK MEMACU IMPAK SOSIAL POSITIF BAGI 9,000 PENGHUNI PPR**

**BISNES**      Dapatkan talian PKOB di media sosial NADMA dan layari Portal Bencana NADMA

20 : 31 : 36



**Darah Muda**      **PROJEK MENAIK TARAF JETI PENGKALAN SIMPANG KIRI, PONTIAN**

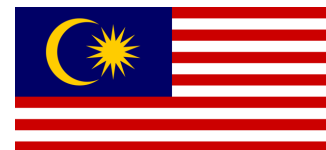
SIARAN LANGSUNG      **SEKTOR INDUSTRI MALAYSIA KEKAL MOMENTUM DALAM MASA TERDEKAT - PENGANALISIS**

**BISNES**      NGO dan sukarelawan wajib hubungi PKOB sebelum turun ke lapangan.

20 : 31 : 28

# February 2025

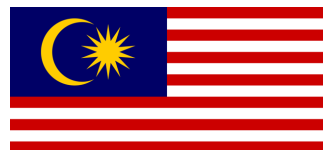
## Etiqa Mentions - Malaysia



Date	Headline	Media Outlet	URL Link
06/02/2025	Breast cancer screening rate remains critically low	theSun	<a href="https://thesun.my/malaysia-news/breast-cancer-screening-rate-remains-critically-low-CH13630244">https://thesun.my/malaysia-news/breast-cancer-screening-rate-remains-critically-low-CH13630244</a>
25/02/2025	The Star - BRONZE WINNERS	The Star	<a href="https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202502/20250225/news-1086908-20250225-2325-1740444161338.pdf">https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202502/20250225/news-1086908-20250225-2325-1740444161338.pdf</a>
19/02/2025	Struggling with finances? Here are some timely tips to help stretch your ringgit	Lumi News	<a href="https://luminews.my/news/2942769">https://luminews.my/news/2942769</a>
19/02/2025	Struggling with finances? Here are some timely tips to help stretch your ringgit	Newswav	<a href="https://newswav.com/article/struggling-with-finances-here-are-some-timely-tips-to-help-stretch-your-rin-A2502_bzbDoC">https://newswav.com/article/struggling-with-finances-here-are-some-timely-tips-to-help-stretch-your-rin-A2502_bzbDoC</a>
19/02/2025	Struggling with finances? Here are some timely tips to help stretch your ringgit	MSN Malaysia	<a href="https://www.msn.com/en-my/news/national/struggling-with-finances-here-are-some-timely-tips-to-help-stretch-your-ringgit/ar-AA1zkDYo">https://www.msn.com/en-my/news/national/struggling-with-finances-here-are-some-timely-tips-to-help-stretch-your-ringgit/ar-AA1zkDYo</a>
19/02/2025	在大马遇水灾如何claim保险？一文搞懂【房屋 & 汽车保险申请赔偿步骤】没买的人，该如何购买/add on 水险？	Goody25	<a href="https://www.goody25.com/mind60132532">https://www.goody25.com/mind60132532</a>
17/02/2025	Top 10 Experts' Choice Awards CNY 2025 winners!	Marketing Magazine	<a href="https://marketingmagazine.com.my/top-10-experts-choice-awards-cny-2025-winners/">https://marketingmagazine.com.my/top-10-experts-choice-awards-cny-2025-winners/</a>
13/02/2025	红包画页   银行红包封 花俏设计财气满满	News   KLSE Screener	<a href="https://www.klsescreeener.com/v2/news/view/1471785/%E7%BA%A2%E5%8C%85%E7%94%BB%E9%A1%B5-%E9%93%B6%E8%A1%8C%E7%BA%A2%E5%8C%85%E5%B0%81-%E8%8A%B1%E4%BF%8F%E8%AE%BE%E8%AE%A1%E8%B4%A2%E6%B0%94%E6%BB%A1%E6%BB%A1">https://www.klsescreeener.com/v2/news/view/1471785/%E7%BA%A2%E5%8C%85%E7%94%BB%E9%A1%B5-%E9%93%B6%E8%A1%8C%E7%BA%A2%E5%8C%85%E5%B0%81-%E8%8A%B1%E4%BF%8F%E8%AE%BE%E8%AE%A1%E8%B4%A2%E6%B0%94%E6%BB%A1%E6%BB%A1</a>
13/02/2025	红包画页   银行红包封 花俏设计财气满满	China Press / 中国报	<a href="https://www.chinapress.com.my/20250213/%e7%ba%a2%e5%8c%85%e7%94%bb%e9%a1%b5%ef%bd%9c%e9%93%b6%e8%a1%8c%e7%ba%a2%e5%8c%85%e5%b0%81-%e8%8a%b1%e4%bf%8f%e8%ae%be%e8%ae%a1%e8%b4%a2%e6%b0%94%e6%bb%a1%e6%bb%a1/">https://www.chinapress.com.my/20250213/%e7%ba%a2%e5%8c%85%e7%94%bb%e9%a1%b5%ef%bd%9c%e9%93%b6%e8%a1%8c%e7%ba%a2%e5%8c%85%e5%b0%81-%e8%8a%b1%e4%bf%8f%e8%ae%be%e8%ae%a1%e8%b4%a2%e6%b0%94%e6%bb%a1%e6%bb%a1/</a>
11/02/2025	China Press - 花俏设计财气满满Fancy design, full of wealth	China Press / 中国报	<a href="https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202502/20250211/news-1074485-20250211-2325-1739239936396.pdf">https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202502/20250211/news-1074485-20250211-2325-1739239936396.pdf</a>

February 2025

Etiqa Mentions - Malaysia



Date	Headline	Media Outlet	URL Link
10/02/2025	11家保险公司推出i-MULA 50计划, 买保险可享有RM50的保费补贴	Newswav	<a href="https://newswav.com/article/11%E5%AE%B6%E4%BF%9D%E9%99%A9%E5%85%AC%E5%8F%B8%E6%8E%A8%E5%87%BAi-mula-50%E8%AE%A1%E5%88%92-%E4%B9%B0%E4%BF%9D%E9%99%A9%E5%8F%AF%E4%BA%AB%E6%9C%89rm50%E7%9A%84%E4%BF%9D%E8%B4%B9%E8%A1%A5%E8%B4%B4-A2502_98cVhf">https://newswav.com/article/11%E5%AE%B6%E4%BF%9D%E9%99%A9%E5%85%AC%E5%8F%B8%E6%8E%A8%E5%87%BAi-mula-50%E8%AE%A1%E5%88%92-%E4%B9%B0%E4%BF%9D%E9%99%A9%E5%8F%AF%E4%BA%AB%E6%9C%89rm50%E7%9A%84%E4%BF%9D%E8%B4%B9%E8%A1%A5%E8%B4%B4-A2502_98cVhf</a>
08/02/2025	Astro Awani - Premium insurers: PAC adakan sesi pendengaran awam	Astro Awani	<a href="https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202502/20250207/AWAM1730-20250207-02.mp4">https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202502/20250207/AWAM1730-20250207-02.mp4</a>
04/02/2025	Banks Step Up To Provide Flood Relief Assistance In Sabah And Sarawak	RinggitPlus - wpcomstaging.com	<a href="https://ringgitplus.wpcomstaging.com/en/blog/bank-news/banks-step-up-to-provide-flood-relief-assistance-in-sabah-and-sarawak.html/">https://ringgitplus.wpcomstaging.com/en/blog/bank-news/banks-step-up-to-provide-flood-relief-assistance-in-sabah-and-sarawak.html/</a>
04/02/2025	Banks Step Up To Provide Flood Relief Assistance In Sabah And Sarawak	RinggitPlus	<a href="https://ringgitplus.com/en/blog/bank-news/banks-step-up-to-provide-flood-relief-assistance-in-sabah-and-sarawak.html">https://ringgitplus.com/en/blog/bank-news/banks-step-up-to-provide-flood-relief-assistance-in-sabah-and-sarawak.html</a>
03/02/2025	Banks step in to help victims	Daily Express	<a href="https://www.dailyexpress.com.my/news/251324/banks-step-in-to-help-victims/">https://www.dailyexpress.com.my/news/251324/banks-step-in-to-help-victims/</a>
02/02/2025	Sin Chew Daily - 5大企业蛇盘聚宝5 major companies are making money	Sin Chew Daily	<a href="https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202502/20250201/news-1067613-20250201-2325-1738455184312.pdf">https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202502/20250201/news-1067613-20250201-2325-1738455184312.pdf</a>
01/02/2025	Maybank aktifkan bantuan kewangan banjir kepada pelanggan terjejas di Sabah, Sarawak	The Nusantara Daily	<a href="https://thenusantaradaily.com/maybank-aktifkan-bantuan-kewangan-banjir-kepada-pelanggan-terjejas-di-sabah-sarawak/">https://thenusantaradaily.com/maybank-aktifkan-bantuan-kewangan-banjir-kepada-pelanggan-terjejas-di-sabah-sarawak/</a>
01/02/2025	Maybank offers financial relief for flood victims in Sarawak, Sabah	Asia News Today	<a href="https://asianewstoday.com/maybank-offers-financial-relief-for-flood-victims-in-sarawak-sabah/">https://asianewstoday.com/maybank-offers-financial-relief-for-flood-victims-in-sarawak-sabah/</a>
01/02/2025	China Press - 提供还款纾困援助Providing repayment assistance	China Press	<a href="https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202502/20250201/news-1067110-20250201-2325-1738368747854.pdf">https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202502/20250201/news-1067110-20250201-2325-1738368747854.pdf</a>
01/02/2025	Maybank aktifkan bantuan kewangan banjir kepada pelanggan terjejas di Sabah, Sarawak	Harian Metro	<a href="https://www.hmetro.com.my/bisnes/2025/02/1182575/maybank-aktifkan-bantuan-kewangan-banjir-kepada-pelanggan-terjejas-di-sabah">https://www.hmetro.com.my/bisnes/2025/02/1182575/maybank-aktifkan-bantuan-kewangan-banjir-kepada-pelanggan-terjejas-di-sabah</a>
01/02/2025	Maybank aktifkan bantuan kewangan banjir kepada pelanggan terjejas di Sabah, Sarawak	Utusan Borneo	<a href="https://www.utusanborneo.com.my/2025/02/01/maybank-aktifkan-bantuan-kewangan-banjir-kepada-pelanggan-terjejas-di-sabah-sarawak">https://www.utusanborneo.com.my/2025/02/01/maybank-aktifkan-bantuan-kewangan-banjir-kepada-pelanggan-terjejas-di-sabah-sarawak</a>
01/02/2025	Maybank aktifkan Bantuan Kewangan Banjir kepada pelanggan terjejas di Sabah, Sarawak	Astro AWANI - Buletin Awani	<a href="https://www.astroawani.com/berita-malaysia/maybank-aktifkan-bantuan-kewangan-banjir-kepada-pelanggan-terjejas-di-sabah-sarawak-506823">https://www.astroawani.com/berita-malaysia/maybank-aktifkan-bantuan-kewangan-banjir-kepada-pelanggan-terjejas-di-sabah-sarawak-506823</a>
01/02/2025	Maybank umum komitmen bantu pelanggan terkesan banjir di Sabah, Sarawak	Utusan Sarawak	<a href="https://utusanarawak.com.my/maybank-umum-komitmen-bantu-pelanggan-terkesan-banjir-di-sabah-sarawak/">https://utusanarawak.com.my/maybank-umum-komitmen-bantu-pelanggan-terkesan-banjir-di-sabah-sarawak/</a>





INSURANCE EXHIBITIONS AND EXPOSITI... TOURISM

## Etiqa Insurance Singapore returns to NATAS Travel Fair as its official travel insurer

The insurance firm is slated to present patrons with exclusive offers

By Marga Manlapig — On Feb 25, 2025  
TDM Editor



General and life insurer Etiqa Insurance Singapore returns to this year's National Association of Travel Agents Singapore (NATAS) Travel Fair as its official travel insurer.

The insurance firm is set to bring in exclusive offers to patrons, including discounts of up to 35 percent off its Etiqa's Travel Infinite insurance plan to ensure comprehensive travel protection for all Singaporean travellers.

With Travel Infinite's extensive range of coverage, travellers can choose the coverage that best suits their individual needs, ensuring they have the right protection for their specific trip.

Etiqa chief executive Raymond Ong said: "At Etiqa Insurance Singapore, we believe that every journey should be a worry-free experience, which is why we are proud to offer travellers the peace of mind they deserve with our comprehensive travel insurance plan. As a company that truly cares about people, our mission is to protect what matters most – our customers. We are excited to continue our partnership with NATAS and help more travellers explore the world with confidence."

### Embracing the liveliness of travel

Slated for 28th February to 2nd March at the Singapore Expo, NATAS Travel Fair 2025 revolves around the theme *Travel, Explore, Live It*,

As such, it serves as an exciting opportunity for travellers to explore a world of adventure.

In line with the diverse *Travel, Explore, Live It* experiences to be offered at the NATAS Fair, Etiqa will offer one lucky visitor a chance to win SG\$3,000 worth of travel vouchers, with any policy purchase at the Fair.

In addition, all participating customers who purchase Etiqa's travel insurance products at the Fair will receive a complimentary gift, subject to a minimum premium of \$50.

NATAS Travel Fair 2025 Etiqa Insurance Singapore National Association of Travel Agents Singapore Raymond Ong





IFN REPORTS

## New Takaful product in over a decade – A new chapter for Singapore?

Etiqua Insurance Singapore has launched 'Invest future,' the first Takaful offering in the city-state in over a decade. RADHIKA DAS asks: Could this mark a resuscitation of Singapore's Islamic insurance sector?

The product comes in the backdrop of Singapore positioning itself as an offshore hub for Islamic finance, amid growing demand for value-based financial solutions.

Invest future operates on the principles of mutual support and cooperation, where policyholders contribute to a common pool to assist each other in times of need.

"We are targeting consumers looking for an investment solution that goes beyond just financial gains. This includes individuals who are socially conscious, faith-driven and/or prioritize ethical investments. Our product is particularly suited to Singaporeans who seek peace of mind in knowing that their investments are contributing to causes that they believe in, while still being able to achieve their long-term financial goals," Kamaludin Ahmad, the group CEO of Etiqua Insurance & Takaful, told IFN.

### Reviving Singapore's Takaful market

Takaful was first introduced in Singapore in the mid-1990s, when HSBC Insurance (Singapore) launched the Takaful Global Fund, later known as the HSBC-Link Ethical Global Equity Fund. However, despite this early start, the sector struggled to gain traction. A key setback occurred in 2013 when the government allowed 2008 tax incentives for Islamic finance including those for offshore Takaful and re-Takaful transactions/businesses, to lapse due to low market uptake.

The Lion City, has since, seen increased interest in Shariah compliant financial products, propelled by demand from both the Middle East and Southeast Asia, which drew Etiqua to reintroduce a Takaful solution.

"The gap between offerings in the Takaful space was largely due to shifting



Photo: Etiqua Insurance & Takaful

consumer preferences. In the past decade, the focus in the insurance sector leaned heavily toward conventional financial products such as personal insurance and savings plans. However, as societal awareness of ethical investing and sustainability has grown, so too has the demand for alternatives like Takaful," Kamaludin explained.

Despite its underdevelopment, the Takaful sector saw some positive developments in recent years. In 2019, Malaysian Reinsurance and Pacific Life Re's Singapore branch signed an MoU to provide sustainable re-Takaful solutions to Takaful operators and in June 2024, they extended their collaboration, highlighting a growing recognition of the potential for Islamic insurance solutions in Singapore.

Rising disposable income within the Muslim community has also fueled interest in Islamic financial products. Given Singapore's diverse and multicultural landscape, Etiqua saw this as the ideal time to reintroduce a product that aligns with the values and beliefs of underserved communities. The insurer aims to set the standard for inclusive financial solutions.

The Takaful sector in Singapore at its current stage, remains small due to limited consumer awareness and the complexity of developing Shariah compliant insurance, which can be attributed to a lack of expertise. Etiqua expects demand to rise as Islamic finance literacy picks up pace, particularly with the global Muslim population projected to reach 2.2 billion by 2030.

### Growth strategy and expansion

Etiqua's launch aligns with its parent company Maybank Group's regional expansion into Islamic wealth management. Maybank established its offshore Islamic Wealth Management hub in Singapore in 2023 to extend its offerings beyond Malaysia and Indonesia.

**“As societal awareness of ethical investing and sustainability has grown, so too has the demand for alternatives like Takaful”**

Kamaludin commented: "Through this collaboration with Maybank Group, we can provide a seamless experience for customers, combining the strength of Etiqua's Takaful expertise with Maybank's financial services. Together, we can ensure that Invest future is easily integrated into our customers' financial portfolios, creating greater awareness and confidence in Shariah compliant insurance solutions."

While Singapore's regulatory environment presents both opportunities and challenges for the growth of Takaful products, consumer education and trust remain critical for wider adoption. Etiqua aims to leverage its experience in Malaysia's established Takaful market to bridge this gap and drive uptake in Singapore.

With this re-entry into the market, Etiqua looks at paving the way for further innovation and development in Singapore's Takaful sector and possibly encouraging more providers to explore this space. <sup>(9)</sup>





# Don't let your kids' hongbao money sit idle, grow it instead

Options range from insurance products and SGS bonds to topping up their CPF accounts

**Chor Kheng Yuit**  
Senior Business Correspondent

Kids can reap a windfall during Chinese New Year with money received stuffed into red packets, but often, that hongbao cash sits idle in a savings account earning a pittance.

A better idea is to look for higher returns, says Mr Aaron Chwee, head of wealth advisory at OCBC, who notes that there are other "strategic options" for the money.

But before parents look at ways to increase a child's hongbao cash, financial advisers say they need to ensure that they themselves have emergency funds of at least three to six months of expenses.

Any comprehensive financial plan for a child should have both insurance and investment components.

Insurance protection products, such as a personal accident plan and an Integrated Shield Plan for hospitalisation, ensure there is adequate coverage against unforeseeable injuries or accidents, says Ms Helen Shen, group head of products at Singlife.

Whole life insurance is a nice-to-have if there is extra hongbao money but parents must make sure they can afford the premiums, which can hit \$1,200 a year over a premium payment period of 15 years.

Ms Irma Hadikusuma, chief marketing and healthcare officer at AIA Singapore, says whole life insurance premiums are lower for young people. The premiums are locked in and do not rise as the child gets older so parents essentially pay the same amount throughout the payment term.

Whole life plans also cover the child for his lifetime, with the option to add on coverage for critical illness, Ms Hadikusuma says, year. Once basic protection needs are taken care of, parents can focus on the child's medium-term financial goals which, for most, will be a tertiary education.

Mr Thomas Lee, chief product officer at Manulife Singapore, says parents can use the hongbao money to buy an education savings plan – a type of endowment plan designed to help parents save and grow wealth for the purpose of funding tertiary education fees.

This plan fosters discipline, says Mr Abel Lim, head of wealth management advisory and strategy at UOB, adding that "it makes you focus on your end goal and contributes towards building that pot of money for future needs".

Ms Lorna Tan, head of financial planning literacy at DBS Bank, adds that education savings plans pay out a sum of money at specified intervals during the policy term.

These payouts can be timed so that parents will have the money to foot education bills at different milestones, such as when the child goes to university.

There are single-premium or regular-premium endowments. Single-premium plans usually require substantial upfront investments of at least \$10,000, says OCBC's Mr Chwee, while regular-premium plans are a longer-term commitment.

UOB's Mr Lim adds that if parents want to terminate the policy early because they cannot meet the obligations, they may not get back the principal – all the premiums paid so far – in full.

So parents should choose an endowment plan with a payment term that they know they can commit to and which will give them the desired payouts at the specified times.

"If the kid is planning to go overseas, you know when you need the money," says Mr Lim.

"Buy the correct tenure, that will be the most efficient way for one to contribute towards tertiary education."

Because endowment plans guarantee a minimum sum assured upon maturity, they give



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## Ensuring my daughter's hongbao money works hard for her



**Chor Kheng Yuit**  
Senior Business Correspondent

I remember, as a kid, looking forward to Chinese New Year because I got new clothes and, best of all, extra money to spend on amusement rides at River Hongbao.

Looking back now, it dawned on the older me that the money from those red packets could have been spent more wisely. I was reminded of it again this

week when my daughter received red packets from her grandparents, aunts and uncles.

All her hongbao money from the time she was born is still sitting in a drawer at home, untouched.

This Year of the Snake, we decided to open each packet and deposit the money in her savings account.

But that is only the beginning, as I fully intend to make her money work harder for her.

I have been asking around and have decided on two things.

Firstly, I will top up her Central Provident Fund (CPF) account under the Voluntary Cash Contribution Scheme.

This is the only way that I can make some cash top-ups to her Ordinary Account (OA), subject to top-ups to her Special Account

(SA) and MediSave Account (MA) as well.

The allocation rates for those under 35 are as follows: for every \$100, \$62.17 will go to the OA, \$16.21 to the SA and \$21.62 to the MA.

Ms Lorna Tan, head of financial planning literacy at DBS Bank, says: "Assuming a monthly contribution of \$200, your child can expect to have around \$41,000 in her OA, \$14,000 in her SA and \$19,000 in her MA when she turns 21."

I prefer to top up her OA because it can be used for housing, giving her some spare cash when she needs to buy her first home.

I am less inclined to top up her SA, as I want her to work and grow her own retirement savings.

Mr Kay Zheng, client adviser at financial consultant Provident, says that if a parent tops up their child's SA, he or she would reach their Full Retirement Sum early.

Mr Zheng has two children – a son in Primary Three in 2025 and a daughter who will be starting Primary One in 2026.

"I would not top up their CPF accounts. I will actually teach them how to use it for themselves when they are closer to the working age," he says. I also asked him about regular shares savings plans, as this is the second option I am considering for my daughter's hongbao money.

Mr Zheng has already set up separate joint accounts for his children and will deposit \$1,000 in each account.

Children cannot have their own investment accounts until they are at least 18 years old, so

parents have to set up a joint account with them.

Mr Zheng says he will use this joint account to start a conversation with his son about investments.

"Next year, I can tell my son that in 2025, we actually started you off with \$1,000. Today, it has already grown to \$2,000," he says.

He adds: "My intention is to show my son that his money is moving somewhere, and it is growing. This is the way daddy and mummy save for you."

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I agree with Mr Zheng that these are real-life opportunities to engage our children in financial planning and investments.

Children cannot have their own investment accounts until they are at least 18 years old, so

parents a sense of security and predictability, says Ms Claudia Soh, chief financial officer at Etiqa Insurance Singapore.

Ms Soh adds that there are other low-risk investment options, such as Singapore Government Securities (SGS) bonds, for excess hongbao money.

SGS bonds with maturities ranging from 10 to 15 years, or even 20 years, are more suited for parents whose goal is to save for their children's tertiary education.

With a minimum investment of \$100, "you would be able to secure predictable returns whilst being assured that it is of minimal default risk", Ms Soh notes.

Parents who can tolerate some risk could set up a regular shares savings plan with the hongbao money.

Ms Ashmita Acharya, head of international wealth and premier banking at HSBC Singapore, says regular shares savings plans are a great entry point for new investors, as they require a low initial investment and the monthly contributions are manageable.

Such plans essentially apply the dollar-cost averaging strategy by investing small amounts at regular intervals, regardless of market conditions. This takes the emotion out of investing and instils discipline as investors stick to

**Once basic protection needs are taken care of, parents can focus on the child's medium-term financial goals which, for most, will be a tertiary education. Mr Thomas Lee, chief product officer at Manulife Singapore, says they can use the hongbao money to buy an education savings plan – a type of endowment plan designed to help parents save and grow wealth for the purpose of funding tertiary education fees.**

their plans. There are a variety of blue-chip stocks, exchange-traded funds (ETFs), real estate investment trusts (REITs) and unit trusts that these plans can buy into.

A child has to be at least 18 years old before he or she can open an investment account, so parents will have to set up a joint account with their child before they can start investing through the regular shares savings plan.

Hongbao money deposited in that account can be used to buy stocks, ETFs or REITs, allowing the child to start investing from just \$100 a month, says OCBC's Mr Chwee.

When the child comes of age, parents can grant him access to the joint account so that the child can manage his own investments.

Some parents may have even longer-term goals, such as helping their children to buy their first home or build up their retirement savings.

They can do so by topping up the child's Central Provident Fund (CPF) accounts with hongbao cash.

If their intention is to help their children accumulate a retirement nest egg, they can do a cash top-up to the child's Special Account (SA) under the Retirement Sum Topping-Up Scheme.

However, there will be no tax relief for cash top-ups to a child's SA.

A CPF Board spokesperson said that about 3,800 children under the age of five had balances in their SAs as at Dec 31 2024, with a median sum of around \$1,000.

The CPF Board points out that cash top-ups to the SA are a long-term commitment to grow retirement savings so these top-ups cannot be reversed. The money is locked up and cannot be withdrawn for other purposes such as housing, investment or immediate needs.

Parents can also do a cash top-up to their children's MediSave Account (MA) up to the Basic Healthcare Sum – \$75,500 in 2025.

The MA can be used for healthcare needs and to pay premiums for the Integrated Shield Plans of private insurers for hospitalisation.

DBS' Ms Tan says: "If you are worried that you will rack up medical bills in your old age, then this option would be an additional safety net as your child will be able to use the funds to cover your medical bills, too."

She adds that parents can consider a cash top-up under the Voluntary Contribution Scheme. They can make small and regular contributions to all three of

their child's CPF accounts – the Ordinary Account (OA), MA and SA.

Parents cannot choose to top up only the OA under this scheme as the amount contributed will be distributed to all three accounts.

The allocation rates for those under 35 are: For a cash top-up of \$100, \$62.17 goes into the OA, \$16.21 to the SA, and \$21.62 to the MA.

Ms Tan says OA top-ups will go some way to funding a child's tertiary education and other big-ticket expenditure like housing.

Financial planning is not just about achieving good health, says Mr Jason Lim, head of product management at Prudential Singapore.

A Prudential survey found that 85 per cent of Singapore residents believe health is more important than wealth. Most also indicated that good health is a foundation for pursuing other life goals.

So, in this Year of the Snake, parents may want to consider using some of their children's hongbao to invest in their health and wellbeing. "Encouraging active lifestyles from a young age helps build strong habits that can last a lifetime," Mr Lim adds.

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# Demand for values-based financial solutions drive takaful



In Singapore, demand for takaful is driven by the growing Muslim population, rising disposable income and improving financial literacy. Additionally, more than half of Singaporean investors believe in sustainable investing. We spoke with **Etiqa Insurance Singapore's Mr Raymond Ong** to find out more.

By Sarah Si

**T**akaful is “poised for growth in Singapore over the next few years”, due to several factors, Etiqa Insurance Singapore CEO Raymond Ong said.

According to Mr Ong, these factors include “a rise in ethical investment, a growing interest in shariah-compliant financial products and services and a steady increase in Muslim spending on financial products”.

As the market for ethical and sustainable financial solutions continues to grow, he also noted that takaful, with its unique principles, is well-positioned to capitalise on this demand.

Speaking to *Asia Insurance Review*, He said, “As more people become aware of takaful and its principles, demand is expected to rise. Moreover, as more people become conscious of shariah-compliant principles, takaful presents an attractive option which aligns with their values.”

## Drivers

While nascent, the takaful industry in Singapore is gaining momentum due to a combination of market and societal factors”, according to Mr Ong.

He said, “One of the drivers is the rising demand from a growing global Muslim population, which is projected to increase to 2.2bn by 2030, (and is) a trend reflected in Singapore’s demographic landscape.

“This growth has spurred interest in financial products that adhere to Islamic or shariah law.”

Disposable income is also rising among the growing Muslim population in Singapore, which is spurring interest and demand, according to the ‘Comprehensive 2023 Singapore Islamic Finance Report’ by Islamic Finance Singapore.

Mr Ong also pointed to the increasing interest in ethical finance and responsible investment, driven by greater awareness of

sustainability and social impact.

“More than half of Singaporean investors believe in the benefits of sustainable investing, and this sentiment extends to the insurance industry.

“Takaful’s principles of mutual assistance, community support and risk-sharing resonate strongly with consumers who prioritise sustainability and ethical practices, positioning takaful to capture this growing demand for values-based financial solutions,” he said.

He said that Singapore’s efforts, in both private and government sectors, to improve financial literacy is also playing a vital role in driving the growth of takaful.

“Nationwide campaigns promoting financial protection and long-term planning have encouraged individuals and families to seek comprehensive insurance solutions, and takaful is increasingly appealing to such consumers, offering coverage that





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aligns with both their financial needs and personal values," Mr Ong said.

Wakaf Masyarakat Singapura, backed by the Islamic Religious Council of Singapore, is one example of a nationwide campaign.

#### Profitability and sustainability

When asked which lines of takaful were most likely to be the most profitable and sustainable, Mr Ong said, "Given current trends, popular lines include family takaful and personal general takaful."

He also noted that the profitability and sustainability of these lines were likely to be influenced by:

- Market demand and economic factors such as consumer and household spending patterns
- Compliance with shariah principles, which is paramount for maintaining trust and attracting a loyal customer base
- Strong customer retention strategies to ensure long-term success

Family takaful covers life, health, and critical illness protection for individuals and their families, meeting the growing need for comprehensive financial security, he said, while personal general takaful encompassed a wide range of coverage options.

Coverage for personal general takaful is extended to motor, personal accident, medical and home protection for risks such as fire and theft.

Said Mr Ong, "These lines align well with consumer preferences and demonstrate potential for profitability and sustainability in Singapore's evolving takaful market."

#### Challenges and opportunities

According to Mr Ong, the takaful market in Singapore holds potential, "but it continues to grapple with

several challenges", including limited awareness and the lack of availability of products.

He noted that historically, the market has offered a narrow range of options, with the launch of his company's family takaful product marking the entry of a new one in over a decade.

Said Mr Ong, "This limited product diversity has hindered consumer adoption and restricted access to shariah-compliant financial solutions for Singapore's Muslim community."

He also believes that many consumers remain unfamiliar with how takaful works, as well as its benefits compared to conventional insurance, which has further exacerbated the issue.

"This lack of understanding, compounded by the low availability of takaful offerings, creates a gap in the financial services landscape," he said.

As a result, according to Mr Ong, a large portion of Singapore's Muslim population "is underserved when it comes to shariah-compliant solutions that meet their diverse needs".

Moreover, building trust and confidence in takaful as a competitive and viable alternative will require concerted efforts to educate the market and clearly communicate its value proposition, he noted.

Despite these challenges, Mr Ong remains optimistic, pointing out that an area of opportunity was the development of innovative takaful products tailored to address unique client needs while adhering to Islamic principles.

He said, "By creating solutions that are accessible, relevant and impactful, the takaful industry can position itself as a strong player in the financial services sector."

What about leveraging technology?

According to Mr Ong, advances in the insurance industry, such as AI and machine learning, "present opportunities to enhance the customer experience, streamline claims processes and reduce operational costs".

"Leveraging digital platforms can make takaful products easier to access, thereby broadening their appeal and increasing market penetration," he said.

#### The future

When asked about the future, Mr Ong said, "In the coming four years, Singapore is poised to become the next offshore Islamic financial hub, benefitting from both the favourable global environment for Islamic finance and growing demand from regional markets.

"In turn, we see the potential for financial institutions in Singapore (including insurers) to provide Islamic financial services and products, from investment and wealth accumulation to legacy planning," he said.

Additionally, he believes that while the takaful market has remained relatively nascent in comparison to other sectors of Islamic finance, it holds immense potential to cater to the unique financial needs of Singapore's Muslim population.

"Takaful presents an opportunity to meet demands for ethical, shariah-compliant solutions, in areas such as Islamic wealth building, retirement planning and legacy planning. These areas are critical to ensuring long-term financial security, particularly for those seeking solutions that align with their faith and values," he said.

He predicted that the takaful industry will face ongoing competition from conventional insurance and other financial instruments.

He said, "To maintain a competitive edge, the sector must prioritise continuous innovation, a strong focus on evolving customer needs and robust risk management strategies."

Global Muslim spending has been forecast to hit \$2.8tn by 2025, according to the report titled 'Case studies on: Innovations in Islamic Finance' by the United Nations Development Programme's Islamic Development Bank, published in 2023. ■



## TAKAFUL

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## TAKAFUL

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## Etiqua Singapore and Maybank Singapore launch Takaful ILP offering

Etiqua Singapore and Maybank Singapore jointly announced the launch of Invest future, Singapore's first takaful values-based ILP offering in over a decade.

Some benefits include:

- Accelerated returns with start-up bonus of up to 80% of regular premium paid in the first year of investment
- Special bonus at 5% of regular premium paid from as early as the sixth policy year until the end of the premium payment term
- Loyalty bonus at 0.2% p.a. of account value starting from the policy anniversary after the end of the premium payment term
- Access to shariah-compliant funds, starting from S\$200 a month
- Two free partial withdrawals throughout the premium payment term (from fourth policy year) and low partial withdrawal charges (from sixth policy year).

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February 2025

Etiqa Mentions – Singapore



Date	Headline	Media Outlet	URL Link
25/02/2025	Etiqa Insurance Singapore Returns as Official Travel Insurer at NATAS Travel Fair 2025	Life News Agency	<a href="https://my.lifeneewsagency.com/2025/02/25/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025/">https://my.lifeneewsagency.com/2025/02/25/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025/</a>
25/02/2025	Etiqa Insurance Singapore Returns as Official Travel Insurer at NATAS Travel Fair 2025	theSun	<a href="https://thesun.my/business-news/media-outreach/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025-NG13730814">https://thesun.my/business-news/media-outreach/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025-NG13730814</a>
25/02/2025	Etiqa Insurance Singapore Returns as Official Travel Insurer at NATAS Travel Fair 2025	Dagang News	<a href="https://www.dagangnews.com/article/media-outreach-newswire/etiqa-insurance-singapore-returns-official-travel-insurer-natas-travel-fair-2025-48648">https://www.dagangnews.com/article/media-outreach-newswire/etiqa-insurance-singapore-returns-official-travel-insurer-natas-travel-fair-2025-48648</a>
25/02/2025	Etiqa Insurance Singapore Returns as Official Travel Insurer at NATAS Travel Fair 2025	Malay Mail	<a href="https://www.malaymail.com/news/money/media-outreach/2025/02/25/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025/363190">https://www.malaymail.com/news/money/media-outreach/2025/02/25/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025/363190</a>
25/02/2025	Etiqa Insurance Singapore Returns as Official Travel Insurer at NATAS Travel Fair 2025	The Exchange Asia	<a href="https://theexchangeasia.com/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025/">https://theexchangeasia.com/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025/</a>
25/02/2025	Etiqa Insurance Singapore Returns as Official Travel Insurer at NATAS Travel Fair 2025	Sin Chew Daily - Happy Sunday / 星洲日报 快乐星期天	<a href="https://www.sinchew.com.my/news/20250225/mysinchew/6329644">https://www.sinchew.com.my/news/20250225/mysinchew/6329644</a>
25/02/2025	Etiqa Insurance Singapore Returns as Official Travel Insurer at NATAS Travel Fair 2025	Nestia	<a href="https://news.nestia.com/detail/Etiqa-Insurance-Singapore&gt;Returns-as-Official-Travel-Insurer-at-NATAS-Travel-Fair-2025/13304199">https://news.nestia.com/detail/Etiqa-Insurance-Singapore&gt;Returns-as-Official-Travel-Insurer-at-NATAS-Travel-Fair-2025/13304199</a>
25/02/2025	Etiqa Insurance Singapore returns to NATAS Travel Fair as its official travel insurer	Travel Daily Media	<a href="https://www.traveldailymedia.com/etiqa-insurance-singapore-returns-to-natas-travel-fair-as-its-official-travel-insurer/">https://www.traveldailymedia.com/etiqa-insurance-singapore-returns-to-natas-travel-fair-as-its-official-travel-insurer/</a>
25/02/2025	Etiqa Insurance Singapore Returns as Official Travel Insurer at NATAS Travel Fair 2025	MONEY FM 89.3	<a href="https://www.moneyfm893.sg/media-outreach/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025-17903/">https://www.moneyfm893.sg/media-outreach/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025-17903/</a>
25/02/2025	Etiqa Insurance Singapore Returns as Official Travel Insurer at NATAS Travel Fair 2025	Weekender	<a href="https://weekender.com.sg/mediaoutreach/?release_id=363190">https://weekender.com.sg/mediaoutreach/?release_id=363190</a>
25/02/2025	Etiqa Insurance Singapore Returns as Official Travel Insurer at NATAS Travel Fair 2025	南洋视界	<a href="http://news.nanyangpost.com/p/mediaoutreach.html?release_id=363190">http://news.nanyangpost.com/p/mediaoutreach.html?release_id=363190</a>
25/02/2025	Etiqa Insurance Singapore Returns as Official Travel Insurer at NATAS Travel Fair 2025 Travel, Explore, Live It with Etiqa's Extensive Travel Insurance Offers and Exciting Prizes	Vulcan Post	<a href="https://vulcanpost.com/media-outreach/?release_id=363190">https://vulcanpost.com/media-outreach/?release_id=363190</a>
25/02/2025	Etiqa Insurance Singapore Returns as Official Travel Insurer at NATAS Travel Fair 2025	Alvinology	<a href="https://alvinology.com/2025/02/25/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025/">https://alvinology.com/2025/02/25/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025/</a>
25/02/2025	Etiqa Insurance Singapore Returns as Official Travel Insurer at NATAS Travel Fair 2025	justsaying.ASIA	<a href="https://www.justsaying.asia/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025/">https://www.justsaying.asia/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025/</a>

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Etiqa Mentions – Singapore



Date	Headline	Media Outlet	URL Link
22/02/2025	Etiqa siap tumbuh setelah ditunjuk menjadi penyedia asuransi kebakaran HDB Singapura	Insurance Asia	<a href="https://insuranceasia.com/indonesian/exclusive/etiqa-siap-tumbuh-setelah-ditunjuk-menjadi-penyedia-asuransi-kebakaran-hdb-singapura">https://insuranceasia.com/indonesian/exclusive/etiqa-siap-tumbuh-setelah-ditunjuk-menjadi-penyedia-asuransi-kebakaran-hdb-singapura</a>
15/02/2025	Etiqa Insurance spreads festive cheer with CNY campaign	Insurance Business ASIA	<a href="https://www.insurancebusinessmag.com/asia/news/breaking-news/etiqa-insurance-spreads-festive-cheer-with-cny-campaign-524895.aspx">https://www.insurancebusinessmag.com/asia/news/breaking-news/etiqa-insurance-spreads-festive-cheer-with-cny-campaign-524895.aspx</a>
13/02/2025	NATAS travel fair returns bigger, welcomes first-time NTO exhibitors	TTG Asia	<a href="https://www.ttgasia.com/2025/02/13/natas-travel-fair-returns-bigger-welcomes-first-time-nto-exhibitors/">https://www.ttgasia.com/2025/02/13/natas-travel-fair-returns-bigger-welcomes-first-time-nto-exhibitors/</a>
26/02/2025	Etiqa Insurance Singapura Kembali Ditunjuk Sebagai Perusahaan Asuransi Perjalanan Resmi untuk NATAS Travel Fair 2025	Wahana Riau News	<a href="https://wahanariau.com/news/detail/33834/etiqa-insurance-singapura-kembali-ditunjuk-sebagai-perusahaan-asuransi-perjalanan-resmi-untuk-natas-travel-fair-2025">https://wahanariau.com/news/detail/33834/etiqa-insurance-singapura-kembali-ditunjuk-sebagai-perusahaan-asuransi-perjalanan-resmi-untuk-natas-travel-fair-2025</a>
26/02/2025	Etiqa Insurance Singapura Kembali Ditunjuk Sebagai Perusahaan Asuransi Perjalanan Resmi untuk NATAS Travel Fair 2025	Penjurupos	<a href="https://penjurupos.com/detail/53106/etiqa-insurance-singapura-kembali-ditunjuk-sebagai-perusahaan-asuransi-perjalanan-resmi-untuk-natas-travel-fair-2025">https://penjurupos.com/detail/53106/etiqa-insurance-singapura-kembali-ditunjuk-sebagai-perusahaan-asuransi-perjalanan-resmi-untuk-natas-travel-fair-2025</a>
26/02/2025	Etiqa Insurance Singapura Kembali Ditunjuk Sebagai Perusahaan Asuransi Perjalanan Resmi untuk NATAS Travel Fair 2025	Nusa Terkini	<a href="https://nusaterkini.com/etiqa-insurance-singapura-kembali-ditunjuk-sebagai-perusahaan-asuransi-perjalanan-resmi-untuk-natas-travel-fair-2025/">https://nusaterkini.com/etiqa-insurance-singapura-kembali-ditunjuk-sebagai-perusahaan-asuransi-perjalanan-resmi-untuk-natas-travel-fair-2025/</a>
26/02/2025	Etiqa Insurance Singapura Kembali Ditunjuk Sebagai Perusahaan Asuransi Perjalanan Resmi untuk NATAS Travel Fair 2025	RiauGreen.com	<a href="https://riaugreen.com/view/Bisnis/100161/Etiqa-Insurance-Singapura-Kembali-Ditunjuk-Sebagai-Perusahaan-Asuransi-Perjalanan-Resmi-untuk-NATAS-Travel-Fair-2025.html">https://riaugreen.com/view/Bisnis/100161/Etiqa-Insurance-Singapura-Kembali-Ditunjuk-Sebagai-Perusahaan-Asuransi-Perjalanan-Resmi-untuk-NATAS-Travel-Fair-2025.html</a>
25/02/2025	Etiqa Insurance Singapore Returns as Official Travel Insurer at NATAS Travel Fair 2025	Sukadi.net	<a href="https://www.sukadi.net/p/mediaoutreach.html?release_id=363190">https://www.sukadi.net/p/mediaoutreach.html?release_id=363190</a>
25/02/2025	Etiqa Insurance Singapore Returns as Official Travel Insurer at NATAS Travel Fair 2025	Penjurupos	<a href="https://penjurupos.com/detail/53079/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025">https://penjurupos.com/detail/53079/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025</a>
25/02/2025	Etiqa Insurance Singapore Returns as Official Travel Insurer at NATAS Travel Fair 2025	Wahana Riau News	<a href="https://wahanariau.com/news/detail/33814/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025">https://wahanariau.com/news/detail/33814/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025</a>
25/02/2025	Etiqa Insurance Singapore Returns as Official Travel Insurer at NATAS Travel Fair 2025	Nusa Terkini	<a href="https://nusaterkini.com/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025/">https://nusaterkini.com/etiqa-insurance-singapore-returns-as-official-travel-insurer-at-natas-travel-fair-2025/</a>
13/02/2025	Etiqa Insurance Singapore Spreads Festive Cheer with 'Multiply Blessings' this Chinese New Year	Life News Agency	<a href="https://my.lifeneagency.com/2025/02/13/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year/">https://my.lifeneagency.com/2025/02/13/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year/</a>
13/02/2025	Etiqa Insurance Singapore Spreads Festive Cheer with 'Multiply Blessings' this Chinese New Year	theSun	<a href="https://thesun.my/business-news/media-outreach/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year-KC13666185">https://thesun.my/business-news/media-outreach/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year-KC13666185</a>

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Etiqa Mentions - Singapore



Date	Headline	Media Outlet	URL Link
12/02/2025	Etiqa Insurance Singapore Spreads Festive Cheer with 'Multiply Blessings' this Chinese New Year	Dagang News	<a href="https://www.dagangnews.com/article/media-outreach-newswire/etiqa-insurance-singapore-spreads-festive-cheer-multiply-blessings-chinese-new-year-48127">https://www.dagangnews.com/article/media-outreach-newswire/etiqa-insurance-singapore-spreads-festive-cheer-multiply-blessings-chinese-new-year-48127</a>
12/02/2025	Etiqa Insurance Singapore Spreads Festive Cheer with 'Multiply Blessings' this Chinese New Year	Smart Investor	<a href="https://smartinvestor.com.my/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year/">https://smartinvestor.com.my/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year/</a>
12/02/2025	Etiqa Insurance Singapore Spreads Festive Cheer with 'Multiply Blessings' this Chinese New Year	Sin Chew Daily - Happy Sunday / 星洲日报 快乐星期天	<a href="https://www.sinchew.com.my/news/20250212/mysinthew/6297945">https://www.sinchew.com.my/news/20250212/mysinthew/6297945</a>
12/02/2025	Etiqa Insurance Singapore Spreads Festive Cheer with 'Multiply Blessings' this Chinese New Year	Malay Mail	<a href="https://www.malaymail.com/news/money/mediayoutreach/2025/02/12/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year/360985">https://www.malaymail.com/news/money/mediayoutreach/2025/02/12/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year/360985</a>
12/02/2025	Etiqa Insurance Singapore Spreads Festive Cheer with 'Multiply Blessings' this Chinese New Year	The Exchange Asia	<a href="https://theexchangeasia.com/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year/">https://theexchangeasia.com/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year/</a>
12/02/2025	Etiqa Insurance Singapore Spreads Festive Cheer with 'Multiply Blessings' this Chinese New Year	HR Asia	<a href="https://hr.asia/media-outreach/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year/">https://hr.asia/media-outreach/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year/</a>
13/02/2025	Etiqa Insurance Singapore Spreads Festive Cheer with 'Multiply Blessings' this Chinese New Year	Nestia	<a href="https://news.nestia.com/detail/Etiqa-Insurance-Singapore-Spreads-Festive-Cheer-with-%E2%80%98Multiply-Blessings%E2%80%99-this-Chinese-New-Year/13271181">https://news.nestia.com/detail/Etiqa-Insurance-Singapore-Spreads-Festive-Cheer-with-%E2%80%98Multiply-Blessings%E2%80%99-this-Chinese-New-Year/13271181</a>
12/02/2025	Etiqa Insurance Singapore Spreads Festive Cheer with 'Multiply Blessings' this Chinese New Year	MONEY FM 89.3	<a href="https://www.moneyfm893.sg/media-outreach/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year-17809/">https://www.moneyfm893.sg/media-outreach/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year-17809/</a>
12/02/2025	Etiqa Insurance Singapore Spreads Festive Cheer with 'Multiply Blessings' this Chinese New Year	南洋视界	<a href="http://news.nanyangpost.com/p/mediaoutreach.html?release_id=360985">http://news.nanyangpost.com/p/mediaoutreach.html?release_id=360985</a>
12/02/2025	Etiqa Insurance Singapore Spreads Festive Cheer with 'Multiply Blessings' this Chinese New Year	Weekender	<a href="https://weekender.com.sg/mediaoutreach/?release_id=360985">https://weekender.com.sg/mediaoutreach/?release_id=360985</a>
12/02/2025	Etiqa Insurance Singapore Spreads Festive Cheer with 'Multiply Blessings' this Chinese New Year	Alvinology	<a href="https://alvinology.com/2025/02/12/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year/">https://alvinology.com/2025/02/12/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year/</a>
12/02/2025	Etiqa Insurance Singapore Spreads Festive Cheer with 'Multiply Blessings' this Chinese New Year	justsaying.ASIA	<a href="https://www.justsaying.asia/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year/">https://www.justsaying.asia/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year/</a>
13/02/2025	Etiqa Insurance Singapura Tebarkan Keceriaan dengan 'Melipatgandakan Berkah' di Tahun Baru Imlek	Penjurupos	<a href="https://penjurupos.com/detail/52889/etiqa-insurance-singapura-tebarkan-keceriaan-dengan-8216melipatgandakan-berkah8217-di-tahun-baru-imlek">https://penjurupos.com/detail/52889/etiqa-insurance-singapura-tebarkan-keceriaan-dengan-8216melipatgandakan-berkah8217-di-tahun-baru-imlek</a>
13/02/2025	Etiqa Insurance Singapura Tebarkan Keceriaan dengan 'Melipatgandakan Berkah' di Tahun Baru Imlek	Wahana Riau News	<a href="https://wahanariau.com/news/detail/33576/etiqa-insurance-singapura-tebarkan-keceriaan-dengan-8216melipatgandakan-berkah8217-di-tahun-baru-imlek">https://wahanariau.com/news/detail/33576/etiqa-insurance-singapura-tebarkan-keceriaan-dengan-8216melipatgandakan-berkah8217-di-tahun-baru-imlek</a>
13/02/2025	Etiqa Insurance Singapura Tebarkan Keceriaan dengan 'Melipatgandakan Berkah' di Tahun Baru Imlek	Nusa Terkini	<a href="https://nusaterkini.com/etiqa-insurance-singapura-tebarkan-keceriaan-dengan-melipatgandakan-berkah-di-tahun-baru-imlek/">https://nusaterkini.com/etiqa-insurance-singapura-tebarkan-keceriaan-dengan-melipatgandakan-berkah-di-tahun-baru-imlek/</a>
13/02/2025	Etiqa Insurance Singapura Tebarkan Keceriaan dengan 'Melipatgandakan Berkah' di Tahun Baru Imlek	RiauGreen.com	<a href="https://riaugreen.com/view/Bisnis/99879/Etiqa-Insurance-Singapura-Tebarkan-Keceriaan-dengan---Melipatgandakan-Berkah--039--di-Tahun-Baru-Imlek.html">https://riaugreen.com/view/Bisnis/99879/Etiqa-Insurance-Singapura-Tebarkan-Keceriaan-dengan---Melipatgandakan-Berkah--039--di-Tahun-Baru-Imlek.html</a>

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Date	Headline	Media Outlet	URL Link
12/02/2025	Etiqa Insurance Singapore Spreads Festive Cheer with 'Multiply Blessings' this Chinese New Year	RiauGreen.com	<a href="https://riaugreen.com/view/MediaOutReach/99849/Etiqa-Insurance-Singapore-Spreads-Festive-Cheer-with---Multiply-Blessings--039--this-Chinese-New-Year.html">https://riaugreen.com/view/MediaOutReach/99849/Etiqa-Insurance-Singapore-Spreads-Festive-Cheer-with---Multiply-Blessings--039--this-Chinese-New-Year.html</a>
12/02/2025	Etiqa Insurance Singapore Spreads Festive Cheer with 'Multiply Blessings' this Chinese New Year	Sukadi.net	<a href="https://www.sukadi.net/p/mediaoutreach.html?release_id=360985">https://www.sukadi.net/p/mediaoutreach.html?release_id=360985</a>
12/02/2025	Etiqa Insurance Singapore Spreads Festive Cheer with 'Multiply Blessings' this Chinese New Year	The Manila Times	<a href="https://www.manilatimes.net/2025/02/12/tmt-newswire/media-outreach-newswire/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year/2054343">https://www.manilatimes.net/2025/02/12/tmt-newswire/media-outreach-newswire/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year/2054343</a>
12/02/2025	Etiqa Insurance Singapore Spreads Festive Cheer with 'Multiply Blessings' this Chinese New Year	Nusa Terkini	<a href="https://nusaterkini.com/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year/">https://nusaterkini.com/etiqa-insurance-singapore-spreads-festive-cheer-with-multiply-blessings-this-chinese-new-year/</a>
12/02/2025	eTiQa spreads fortune and prosperity on Chinese New Year with Blak Labs	Adobo Magazine	<a href="https://www.adobomagazine.com/campaign-spotlight/etiqa-spreads-fortune-and-prosperity-on-chinese-new-year-with-blak-labs/">https://www.adobomagazine.com/campaign-spotlight/etiqa-spreads-fortune-and-prosperity-on-chinese-new-year-with-blak-labs/</a>
28/02/2025	Maybank Offers S\$1,250 One-Time Support to Junior Employees Amid Rising Living Costs	Inspiring Business News Stories from Asia- AsiaBizToday	<a href="https://www.asiabiztoday.com/2025/02/28/maybank-offers-s1250-one-time-support-to-junior-employees-amid-rising-living-costs/">https://www.asiabiztoday.com/2025/02/28/maybank-offers-s1250-one-time-support-to-junior-employees-amid-rising-living-costs/</a>
28/02/2025	Maybank Singapore grants \$1,250 each to junior staff amid rising living costs	people matters	<a href="https://www.peoplesmattersglobal.com/news/benefits-and-rewards/maybank-singapore-grants-1250-each-to-junior-staff-amid-rising-living-costs-44575">https://www.peoplesmattersglobal.com/news/benefits-and-rewards/maybank-singapore-grants-1250-each-to-junior-staff-amid-rising-living-costs-44575</a>
28/02/2025	Maybank to give \$1,250 to junior staff to help with high living costs	Red Hot Singapore	<a href="https://www.redhot.sg/maybank-to-give-1-250-to-junior-staff-to-help-with-high-living-costs-511398.html">https://www.redhot.sg/maybank-to-give-1-250-to-junior-staff-to-help-with-high-living-costs-511398.html</a>
28/02/2025	Maybank to give \$1,250 to junior staff to help with high living costs	The Independent Singapore	<a href="https://theindependent.sg/maybank-to-give-junior-staff-1250-to-ease-cost-of-living-pressures/">https://theindependent.sg/maybank-to-give-junior-staff-1250-to-ease-cost-of-living-pressures/</a>
28/02/2025	Maybank to give junior staff in S'pore S\$1,250 each to cope with cost of living concerns	MotherShip.SG	<a href="https://mothership.sg/2025/02/maybank-singapore-junior-employees-one-time-payment/">https://mothership.sg/2025/02/maybank-singapore-junior-employees-one-time-payment/</a>
28/02/2025	助初级职员对抗物价上涨 马来亚银行每人派发1250元	Zaobao China	<a href="https://www.zaobao.com/realtime/singapore/story20250228-5945823">https://www.zaobao.com/realtime/singapore/story20250228-5945823</a>
28/02/2025	助初级职员对抗物价上涨 马来亚银行每人派发1250元	Lianhe Zaobao / 联合早报	<a href="https://www.zaobao.com.sg/realtime/singapore/story20250228-5945823">https://www.zaobao.com.sg/realtime/singapore/story20250228-5945823</a>
28/02/2025	Maybank junior staff in Singapore to get \$1,250 each to help with rising living costs	Red Hot Singapore	<a href="https://www.redhot.sg/maybank-junior-staff-in-singapore-to-get-1-250-each-to-help-with-rising-living-costs-511319.html">https://www.redhot.sg/maybank-junior-staff-in-singapore-to-get-1-250-each-to-help-with-rising-living-costs-511319.html</a>
28/02/2025	Maybank junior staff in Singapore to get \$1,250 each to help with rising living costs	The Straits Times	<a href="https://www.straitstimes.com/business/maybank-junior-staff-in-singapore-to-get-1250-each-to-cope-with-rising-living-costs">https://www.straitstimes.com/business/maybank-junior-staff-in-singapore-to-get-1250-each-to-cope-with-rising-living-costs</a>
28/02/2025	Maybank to give junior staff \$1,250 to ease cost-of-living pressures	Nestia	<a href="https://news.nestia.com/detail/Maybank-to-give-junior-staff-%241%2C250-to-ease-cost-of-living-pressures/13312892">https://news.nestia.com/detail/Maybank-to-give-junior-staff-%241%2C250-to-ease-cost-of-living-pressures/13312892</a>
28/02/2025	Maybank to give junior staff \$1,250 to ease cost-of-living pressures	AsiaOne	<a href="https://www.asiaone.com/money/maybank-give-junior-staff-1250-ease-cost-living-pressures">https://www.asiaone.com/money/maybank-give-junior-staff-1250-ease-cost-living-pressures</a>





CORPORATE BUSINESS

## 2 Islamic banks eye PH digital banking license

By Ruelle Castro 🕒 February 4, 2025



Bangko Sentral ng Pilipinas (BSP) Deputy Governor Chuchi Fonacier said two overseas-based banking entities are interested in applying for a digital banking license that could expand Islamic finance in the country.

Fonacier in an interview on February 1 declined to identify the banks but said one is a big player in Malaysia.

The BSP official said queries were made last year prior to the Central Bank's decision to increase the license for digital banks by another four from the current six.

Fonacier said at least four firms have expressed intent for the license but none has formally filed an application.

On the potential Islamic bank, Fonacier said one is a lender already operating in the Philippines and eyes to become the first Islamic digital bank.

There are five entities providing Islamic financial services in the country — Amanah Islamic Bank, CARD Bank, Maybank Philippines and PruLife UK and eTiQa which are the first two Takaful operators licensed last year to provide Islamic insurance services.

Fonacier said the BSP is committed to fostering Islamic finance in the Philippines, addressing financial inclusion, especially in the Muslim-majority regions of Mindanao.

Fonacier noted that 85.8 percent of people living in the Bangsamoro region lacked access to formal financial services.





# Philippines Times

## 2 lisensya ng Islamic Banks Eye PH Digital Banking Lisensya

Silid Ng Balita — February 4, 2025



Sinabi ni Bangko Sentral Ng Pilipinas (BSP) Deputy Governor Chuchi Fonacier na ang dalawang mga nilalang na nakabase sa ibang bansa ay interesado na mag-aplay para sa isang digital na lisensya sa pagbabangko na maaaring mapalawak ang pinansya sa Islam sa bansa.

Ang Fonacier sa isang pakikipanayam noong Pebrero 1 ay tumanggi upang makilala ang mga bangko ngunit sinabi na ang isa ay isang malaking manlalaro sa Malaysia.

Sinabi ng opisyal ng BSP na ang mga query ay ginawa noong nakaraang taon bago ang desisyon ng Central Bank na dagdagan ang lisensya para sa mga digital na bangko ng isa pang apat mula sa kasalukuyang anim.

Sinabi ni Fonacier ng hindi bababa sa apat na mga kumpanya ang nagpahayag ng hangarin para sa lisensya ngunit walang pormal na nagsampa ng isang aplikasyon.

Sa potensyal na bangko ng Islam, sinabi ni Fonacier na ang isa ay isang tagapagpahiram na nagpapakatako sa Pilipinas at mga mata upang maging unang Islamic digital bank.

Mayroong limang mga nilalang na nagbibigay ng mga serbisyong pinansyal ng Islam sa bansa – Amanah Islamic Bank, Card Bank, Maybank Philippines at Prulife UK at Etiqa na siyang unang unang dalawang takaful operator na lisensyado noong nakaraang taon upang magbigay ng mga serbisyo sa seguro sa Islam.

Sinabi ni Fonacier na ang BSP ay nakatuon sa pagpapalakas ng pananalapi ng Islam sa Pilipinas, na tinutugunan ang pagsasama sa pananalapi, lalo na sa mga rehiyon ng Muslim na mayorya ng Mindanao.

Nabanggit ni Fonacier na 85.8 porsyento ng mga taong naninirahan sa rehiyon ng Bangsamoro ay walang pag-access sa pormal na serbisyo sa pananalapi.