

Etiqa's Media Clippings of September 2025 (1 - 30 September 2025)



# Etiqa - Driving Impact Through Sustainability

sign the UN Principles of Sustainable Insurance (PSI), Itiga reaffirmed its commitment to sustainability through a wide-ranging series of initiatives spanning inclusive protection, healthcare accessibility, environmental conservation, and innovation in mobility. Driven by its mission to build a more resilient, equitable, and sustainable future. Iting introduced impactful offerings and programmes that reached underserved communities, supported environmental stewardship, and embraced innovation in emerging sectors like electric vehicles (EVs).

In alignment with Maybank Group's Sustainability agenda and four Susta ability Commitments, Etiqa was able to solidify its sustainability targets in two key ambitions this year. Through us initiatives it was able to improve the lives of 1.28 million households as at June this year, surpassing its target of improving 900k households by 2025. This also supports Maybank Group's Sustainability Commitment target of improving the lives of 2 million households across ASEAN by 2025. During the same period, Etiqa ensured that all of its equity investments met internal ESG benchmarks. It achieved an impressive 90.5% Low to Medium ESG Risk rating for its equity investments, reflecting responsible and ethical investment practices in the same period. On the environmental front, the company has made promising strides in reducing fuel consumption under Scope 1 emissions and is on track to reach Carbon Neutral status by 2010.

As part of ongoing efforts to provide inclusive financial and healthcare protection, Itiga introduced two groundbreaking products; IL Infinite Care and II. Infinite Care Plus. These are Malaysia's first critical illness plans that cover 10 key body systems, organ impairments, and surgeries without limiting the number of illnesses. Protection is offered against conditions at early, moderate, and critical stages, including illnesses yet to be medically identified. With coverage extending up to age 100, these plans address long-standing

Malaysians greater peace of mind and long-term resilience

In parallel, Itiqa also launched e-Takaful Hayat, a family takaful plan rolled out via PERKESO's SEHATI mobile app. Designed to reach 9 million contributors, this initiative particularby supports the B40 income segment. offering digital encolment, flexible coverage options, and contributions start ing from just RMO.16 per day. It marks a significant step forward in making nancial protection accessible and af-

Etiqa has also strengthened its CSR initiatives in women's health, addres critical gaps in preventive care. Col-laborating with the ROSE Foundation. Etiqa launched Phase 5 of the Free Cervical Screening Programme, pledging RM980k benefiting 4,000 underprivileged women.

Phase 7 of the Free Mammorram Programme was launched in nartnership. with the National Cancer Society Malaysia (NCSM), with a commitment of RM1 tradition to reach 4 non underprivileged women.

Recognising clean water as a cornerstone of public health, Etiga purtnered with Islamic Aid Malaysia and Wate rAid Cambodia to improve water infrastructure and access in underserved regions. Covering the states of Sabah, Kedah and Kelantan, long-standing water issues were resolved through strateric ungrades, benefiting more than

In Cambolia Dica USD\$25,000 to WaterAid's project in Kampong Speu, supporting over 1,300 people and 250 students. These cross-border efforts underscore the importance of meaningful partnerships in delivering sustainable water solutions and improving quality of life.

Etiqa's environmental efforts include a variety of initiatives focused on marine conservation, coastal cleanup, and ecosystem restoration. Beach cleanup drives in Port Dickson and Penang successfully removed over hitties of waste.





mobilising local volunteers to combut pollution and preserve Malaysia's

In Tioman island, volunteers took part in Etiqa's Marine Conservation Proje which focused on coral health monitor ing, marine education, and ecosystem ascareness. Similarly, volunteers at the Ghost Net and Beach Clean-up Project on Pangkor Island were able to remove 328 kilograms of ghost nets from the

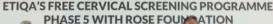
Etica's commitment to envisor tal restoration was also evident in Labuan, where its Mangrove Planting Programme saw the planting of 200 saplings. The initiative, supported by local schools and environmental organisations, underscores the company's long-term dedication to climate resilience and biodiversity.

Further advancing its sustainability and innovation apenda. Etipa launched Malaysia's first independent panel repairers for electric vehicles, an industry-first move to support the rising number of EV users nationwide. These panel repairers cater to owners of out-of-warranty and grey-import EVs, offering specialised services and adsupport for the growing EV ecosystem.

From tackling healthcare gaps and community needs to driving environmental and technological innovation Diga's sustainability initiatives reflect a holistic, future-focused approach to responsible business.Through strategic partnerships, digital innovation, and strong community engagement, Etiqa continues to lead by example by building a resilient foundation for inclusive wth and environmental stewardship across Malaysia and the region reinforcing its role as a leading sustainable insurer in ASEAN



the only insurance and takaful provider in Malaysia to sign the UN Principles for Sustainable Insurance. Thus, we remain Konnelydia Ahmed Group CEO, Etiop Insurance & Tokaful





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ETIQA'S FREE CERVICAL





## 10 September 2025, Malay Mail Etiga Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign





MONEY / MEDIA OUTREACH NEWSWIRE

# Etiga Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiga Campaign





By Etiga

Wednesday, 10 Sep 2025 6:30 PM MYT

KUALA LUMPUR, MAYLAYSIA - Media OutReach Newswire - 10 September 2025 -This Merdeka and Malaysia Day, Etiga celebrates that very spirit of unity through the launch of Gelombang Kasih bersama Etiga, a campaign that honours Malaysians whose compassion, resilience, and inclusivity continue to inspire hope and positive change across communities.

By shining a light on the extraordinary spirit found within ordinary Malaysians, Gelombang Kasih Bersama Etiqa creates a platform for everyday heroes and underserved communities to share their journey. It is a reminder to us all that the true essence of Malaysia does not rest only in the struggle for independence decades ago, but also in the bond of care, solidarity, and trust that continue to bind us together today. From small acts of protecting the environment, to sacrifices that safeguard heritage and nurture education, each story embodies the unity that makes Malaysia unique.

The campaign unfolds through two moving storytelling pillars. The first, Everyday Malaysians, Extraordinary Acts, is a five-part visual series showcasing inspiring individuals: a jogger who turns his daily runs into an act of environmental stewardship, a former fast fashion designer who now champions sustainability and education, a rescuer whose compassion gives strays a second chance at life, an artisan who transforms Sabahan heritage into wearable crafts, and a teacher who rides nine hours to a remote school in a Kelantan village to deliver knowledge and opportunity to the indigenous children.

Malaysians confronting illness, hardship, and loss. These are stories of families who shoulder the weight of disabilities with quiet dignity, mothers who press on through illness and poverty to protect their loved ones, and caregivers who pour their strength into those they hold dear. Among them is a touching story from a quiet village in Sabah, where a devoted family faces unimaginable challenges after their once-promising son was struck by a rare illness that left him paralyzed and dependent on life support machines to survive. Despite their own frailty and failing health, his parents continue to pour every ounce of love into caring for him.

All of these people's journeys are marked by hardship, their resilience, sacrifice, and compassion shine as a living testament to the Malaysia spirit, proving that Malaysia's greatness lies not only in its history, but in the shared determination of its people to persevere, to care, and to hope. As a gesture of solidarity, each family also received essential supplies and RM6,800 in aid from Etiqa, symbolising Malaysia's 68th Independence Day.

Michelle Wee, Head of Brand and Communications of Etiqa said,

"This campaign is a tribute to the very soul of Malaysia, its people. Through Gelombang Kasih bersama Etiqa, we bring our brand promise to life with authentic, deeply human stories that reflect the spirit of care and unity. This campaign was designed to celebrate diversity, inspire Malaysians to lift one another up, and remind us to be mindful of the communities around us, for those most in need may be living right next to us. As we celebrate Merdeka and Malaysia Day, let us remember that patriotism is not only about waying the Jalur Gemilang, but about standing together, caring for one another, and believing in the promise of a brighter Malaysia.

Malaysians are invited to follow the Gelombang Kasih campaign across Etiqa's social media platforms via these links:

https://tinyurl.com/GelombangKasihEtiqaPhoto and

https://tinyurl.com/GelombangKasihEtiqaVideo, and to embrace the spirit of unity by creating their own waves of care. This Merdeka and Malaysia Day, Etiqa encourages Malaysians not only to celebrate independence with pride, but also to strengthen the bonds of inclusivity and compassion that will carry the nation forward for generations to come.

Hashtag: #myetiga #EtigaMalaysia #EtigaCares #Merdeka #MalaysiaDay #community

https://www.etiqa.com

https://www.linkedin.com/company/Etiqa/

https://www.facebook.com/Etiga/

https://www.instagram.com/myetiqa/

https://www.tiktok.com/@myetiqa

Etiga is a multi-channel distributor of Insurance and Takaful products via its 10,000 agency force, 44 branches and 17 offices, over 490 bancassurance network (via Maybank branches, third-party banks, as well as co-operatives and brokers) through its presence in Malaysia, Singapore, the Philippines, Indonesia and Cambodia.

In striving to make the world a better place, Etiqa's Sustainability journey focuses on internal initiatives that reduces its carbon footprint and increases its social impact, as well as external solutions that allow its clients to do the same.





GENERAL > NEWS

# Over 1,500 Kampung Telosan Residents Get Clean Water Under CSR Project

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Please email to digitalsales@bernama.com for full details about this news.







### AM

## Lebih 1,500 Penduduk Di Kampung Telosan Nikmati Manfaat Projek Air Bersih

() 06/09/2025 09:20 PM



PASIR PUTEH, 6 Sept (Bernama) -- Lebih 1,500 penduduk di sekitar Kampung Telosan di sini akhirnya menikmati bekalan air bersih menerusi Projek Air Bersih Untuk Komuniti, iaitu inisiatif tanggungjawab sosial korporat (CSR) Etiqa dengan kerjasama Islamic Aid Malaysia (IAM).

Ketua Pegawai Eksekutif Etiqa Familiy Takaful Berhad Zafri Ab Halim berkata penduduk sebelum ini hanya bergantung kepada sistem bekalan air graviti dari Bukit Tongkat yang tidak lagi mampu menampung peningkatan permet

"Kawasan tadahan yang kecil, paip polivinil klorida dan polipropilena yang uzur, kerap bocor serta tekanan air yang rendah terutamanya ketika musim kemarau menyebabkan banyak rumah dan kawasan pertanian terjejas.

"Kekurangan ini bukan sahaja menjejaskan kehidupan seharian, malah memberi kesan terhadap sumber rezeki utama penduduk yang bergantung kepada pertanian," katanya dalam kenyataan hari ini.

Mengulas lanjut, Zafri berkata bagi mengatasi masalah itu, projek naik taraf sistem air ini merangkumi dua unit tangki air polietilena berketumpatan tinggi berkapasili 3,000 gelen setiap satu, penggantian dan sambungan paip sepanjang 3,5 kilometer, sistem penapisan air berasaskan membran sintetik dan penambahbakan stuktur muka sauh baharu.

"Projek ini turut dilaksanakan dengan semangat gotong-royong bersama sukaralawan IAM dan penduduk kampung. Selain rumah kediaman, kemudahan awam seperti masjid, madrasah, kilinik dan Pusat Asuhan Tunas Islam turut menerima manfaat daripada sistem baharu ini," kotanya.

Presiden IAM Zawahir Abdullah berkata inisiatif itu bukan sahaja menyediakan akses kepada air bersih yang meningkatkan kualili hidup penduduk, malah kerjasama seperti ini memberi impak yang positif dan berkekalan kepada komuniti.











### THE BORNEO POST

# Etiqa General Takaful appoints new CEO

KUALA LUMPUR: Etiqa General Takaful Bhd (EGTB) has appointed Khairoel Faiezy Hasnan as its new chief executive officer (CEO), effective Sept

He replaces Shahrul Azuan Mohamed, who retired after serving Etiqa for 20 years, including five years as CEO of EGTB.

In a statement yesterday, EGTB said Khairoel Faiezy will report directly to Etiqa Insurance and Takaful group chief executive officer Kamaludin Ahmad in his new role.

Khairoel Faiezy has 19 years of experience in the insurance industry, including previous roles at NMG Consulting and AIG Malaysia.

He joined Etiqa in 2014 as head of pricing for general products, responsible for ensuring regulatory compliance and developing robust pricing strategies for EGTB and Etiqa General Insurance Bhd.

In 2021, he was appointed chief data officer (CDO) at Maybank Ageas Holdings Bhd, before taking on the dual role of CDO and head of the automobile profit centre in 2023.

Kamaludin said Khairoel Faiezy will provide strategic, financial and operational leadership to drive growth and strengthen EGTB's position in the market.

"We are confident that under his leadership, EGTB will enter its next chapter of growth, advancing towards a more digital, multi-channel future while building on his proven track record of innovation," he said.— Bernama



# The Star 30 YEARS ONLINE

# Etiqa General Takaful gets new CEO



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## Khairoel Faiezy Hasnan dilantik sebagai CEO baharu Etiga General Takaful



Khairoel Falezy Hasnan

Oleh KAMALIZA KAMARUDDIN liza@dagangnews.com

KUALA LUMPUR 2 Sept – Etiqa General Takaful Bhd telah melantik Khairoel Falezy Hasnan sebagai Ketua Pegawai Eksekutif (CEO) baharu berkuat kuasa 1 September

Khairoel Faiezy menggantikan Shahrul Azuan Mohamed, yang bersara selepas 20 tahun berkhidmat bersama EGTB, termasuk lima tahun memegang jawatan CEO.

Syarikat insurans itu berkata, dengan peranan baharu ini, Khairoel Faiezy akan membuat laporan terus kepada CEO Kumpulan Etiqa Insurance dan Takaful, Kamaludin Ahmad.

"Beliau membawa 19 tahun pengalaman luas dalam industri insurans, termasuk pengalaman penting di NMG Consulting dan AIG Malaysia, yang memperkukuh kepakarannya dalam strategi perniagaan, kewangan dan operasi.

"Khairoel Faiezy mula menyertai Etiqa pada 2014 sebagai Ketua Harga untuk Produk Am, di mana beliau bertanggungjawab menyelia pematuhan peraturan serta membangunkan strategi harga untuk kedua-dua EGTB dan Etiqa General Insurance Bhd (EGIB).

"Di bawah kepimpinannya, proses penetapan harga syarikat diperkemas, sejajar dengan keperluan pasaran dan perubahan regulatori, memastikan EGTB kekal kompetitif dalam industri takaful dan insurans am," kata syarikat itu dalam satu kenyataan.

Pada 2021, beliau dilantik sebagai Ketua Pegawai Data (Chief Data Officer) di Maybank Ageas Holdings Bhd, sebelum diberikan tanggungjawab tambahan sebagai Ketua Pusat Keuntungan Automobil pada 2023.

Sepanjang berkhidmat, beliau telah memperlihatkan kepelbagaian kemahiran dalam pengurusan data, operasi dan strategi perniagaan.

Syarikat itu berkata, sebagai CEO baharu, beliau akan memberikan kepimpinan strategik, kewangan dan operasi untuk memacu pertumbuhan mampan serta meningkatkan nilai pemegang saham, selaras dengan misi EGTB untuk terus berkembang dalam pasaran yang dinamik.

"Beliau juga akan memfokuskan pada inovasi produk, pengukuhan digitalisasi operasi, serta memperkukuh kedudukan EGTB dalam menghadapi cabaran pasaran yang berubah-ubah dan persaingan sengit.

"Selain itu, Khairoel Faiezy dijangka memacu usaha transformasi organisasi dan pengurusan risiko, memastikan syarikat terus menawarkan perkhidmatan yang berkesan, relevan dan patuh Syariah kepada pelanggan," katanya.

Pelantikan ini dilihat sebagai langkah strategik EGTB untuk memperkukuh kepimpinan dalam era digital dan teknologi insurans yang pesat berkembang, sambil mengekalkan fokus kepada pengalaman pelanggan dan keberlanjutan kewangan.

Dengan gabungan pengalaman luas dalam strategi perniagaan, data dan operasi, Khairoel Faiezy diyakini mampu memacu EGTB ke tahap seterusnya dalam membina nilai jangka panjang dan kekal relevan di pasaran takaful dan insurans am Malaysia.



Date	Headline	Media Outlet	URL Link
25/09/2025	Etiqa boosts claims assessment and app adoption with Al	Insurance Asia	https://insuranceasia.com/insurance/news/e tiqa-boosts-claims-assessment-and-app- adoption-ai
25/09/2025	How vocal analysis can help deliver more personalized services	Asian Banking & Finance	https://asianbankingandfinance.net/banking- technology/news/how-vocal-analysis-can- help-deliver-more-personalized-services
22/09/2025	Daily Express - Banks offer moratorium, fee waivers for affected Sabahans	Etiqa Malaysia   Print News	https://news.seehua.com/post/1377143
21/09/2025	忽视筛查致病 女性错失防治宫颈癌	See Hua Daily News / 诗华日报	https://uniteddaily.my/zh/934ec3f9-4c6f- 4052-88af- edcf2367f294/%E7%B4%AB%E6%98%9F% E9%99881124%E6%97%A5%E5%8A%9E%E 5%85%8D%E8%B4%B9%E5%AD%90%E5% AE%AB%E9%A2%8B8%E7%99%8C%E7%AD %99%E6%9F%A5%E6%BF%90%E5%BD%67 %E5%A5%B3%E6%80%A7%E9%98%B2%E7 %99%8C6%E6%84%BF%E8%AF%88
18/09/2025	本周日免费子宫颈检查 地点在紫星阁大礼 堂	联合日报	https://uniteddaily.my/zh/1b511008-83b5- 4170-9bce- 7be5a6b50d1f/%E6%9C%AC%E5%91%A8% E6%97%A5%E5%85%8D%E8%B4%89%E5% AD%90%E5%AE%AB8%E9%A2%8B8%E6%A3 88086E6%9F%A5%E5%9C%B08E7%82%B9 %E5%9C%A8%E7%B4%AB%E6%98%9F%E9 %98%81%E5%A4%A7%E7%A4%BC%E5%A 0%82
01/09/2025	ROSE基金会携手美里德教会繁星阁 9月21 日提供免费HPV PCR子宫颈癌筛查	联合日报	https://uniteddaily.my/zh/9d1d12dd-f04f- fffa794470b3/R052KE5%9F%BA%E9%87% 91%E4%BC%9A%E6%90%BA%E6%89%8B %E7%BE%BE%E9%87%8C-%50%BA%E6%89%8B %E7%BE%8E%E9%87%8C-%5%BE%B7%E6 %95%99%E4%BC%9A%E7%B4%AB%E6%9 %95%P5%P5%9880819%E6%97C-%8821%E6%97 %A5%E6%BF%90%E4%EE%9B%E5%85%8D KE8%B4M89HPVPCR&E5%AD%90%E5%AD E88%B4%B9HPVPCR&E5%AD%90%E5%AD 9B%E6%9F%AD
11/09/2025	Malaysians Share Why They're Choosing To Drive Less And What It's Done For Them	SAYS	https://says.com/my/lifestyle/malaysians- share-why-they-re-choosing-to-drive-less
11/09/2025	Malaysians Share Why They're Choosing To Drive Less And What It's Done For Them	Lumi News	https://luminews.my/news/3552578



Date	Headline	Media Outlet	URL Link
30/09/2025	M. Nasir 'Sang Genius' Yang Masih Berbisa, Bawa 31 Lagu Di Konsert Cipta 3 – "Syukur Di Usia Ini Saya Masih Bekerja Lagi"	XTRA	https://www.xtra.com.my/m-nasir-sang- genius-yang-masih-berbisa-bawa-31- lagu-di-konsert-cipta-3-syukur-di-usia-ini- saya-masih-bekerja-lagi/
30/09/2025	Bernama - 8,000 Peminat Rock Saksi Kehebatan Datuk M Nasir	Etiqa Malaysia  Broadcast News	https://ops.allasianews.com:8443/imageRepo /AAN_Library/Broadcast/202509/20250928 /BERM2300-20250928-03.mp4
29/09/2025	Cipta 3: Dato' M. N46ir Gegarkan Axiata Arena dengan Malam Rock Bersejarah	Malaysian Updates	https://www.malaysianupdates.com/cipta-3- dato-m-n46ir-gegarkan-axiata-arena-dengan- malam-rock-bersejarah/
29/09/2025	Cipta 3 Malam Ini Gua Rock Gegarkan Axiata Arena	Inspirasi Destinasi Menarik Percutian Impian - Destinasi Asia	https://destina.my/cipta-3-malam-ini-gua- rock-gegarkan-axiata-arena/
29/09/2025	Bernama - 8,000 Peminat Rock Saksi Kehebatan Datuk M Nasir	Etiqa Malaysia   Broadcast News	https://ops.allasianews.com:8443/imageRepo /AAN_Library/Broadcast/202509/20250928 /BERM2300-20250928-03.mp4
28/09/2025	Konsert CIPTA 3 M. Nasir Bukti Jiwa Rock Tak Pernah Mati	Refleks	https://refleks.my/konsert-cipta-3-m-nasir- bukti-jiwa-rock-tak-pernah-mati/
16/09/2025	Pawagam SINAR   M NASIR CIPTA 3	SINAR	https://sinar.syok.my/zon-sinar/promosi- peraduan/pawagam-sinar-m-nasir-cipta-3
30/09/2025	(HIBURAN) GenKRU The Finale One More Time Takluk Stadium Hoki Bukit Jalil 22 November Ini	Galaksi Media	http://galaksi-media.com/hiburan-genkru- the-finale-one-more-time-takluk-stadium- hoki-bukit-jalil-22-november-ini/
29/09/2025	KRU Catat Sejarah Dengan Konsert Ke-5 Tahun Ini di Stadium Hoki Bukit Jalil	Budiey.com	https://www.budiey.com/kru-catat-sejarah- dengan-konsert-ke-5-tahun-ini-di-stadium- hoki-bukit-jalil/
22/09/2025	Daily Express - Banks offer moratorium, fee waivers for affected Sabahans	Etiqa Malaysia   Print News	https://ops.allasianews.com:8443/imageRepo /AAN Library/Print/202509/20250922/new s-1273695-20250922-2325- 1758500538437.pdf
19/09/2025	Banks Announce Flood Relief Measures For Customers In Sabah	RinggitPlus - wpcomstaging.com	https://ringgitplus.wpcomstaging.com/en/blo g/flood-relief-assistance-programmes/banks- announce-flood-relief-measures-for- customers-in-sabah.html
19/09/2025	Banks Announce Flood Relief Measures For Customers In Sabah	Newswav	https://newswav.com/article/banks- announce-flood-relief-measures-for- customers-in-sabah-A2509_CliBuG
11/09/2025	Cover Story: Higher cost of living pushes Gen Z to be more responsible with finances	News   KLSE Screener	https://www.klsescreener.com/v2/news/vie w/1588317/cover-story-higher-cost-of- living-pushes-gen-z-to-be-more-responsible- with-finances
11/09/2025	Cover Story: Higher cost of living pushes Gen Z to be more responsible with finances	The Edge Malaysia	https://theedgemalaysia.com/node/769170



Date	Headline	Media Outlet	URL Link
01/09/2025	The Edge - Higher cost of living pushes Gen Z to be more responsible with finances	Etiqa Malaysia   Print News	https://ops.allasianews.com:8443/imageRep o/AAN_Library/Print/202509/20250901/ne ws-1254570-20250901-2325- 1756678345258.pdf
11/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	theSun	https://thesun.my/business-news/media- outreach/etiqa-demonstrates-the-true- malaysian-spirit-with-gelombang-kasih- bersama-etiqa-campaign-EK14875320
10/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	Focus Malaysia	https://focusmalaysia.my/media-outreach/? release_id=408592
10/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	Malaysia World News	https://www.malaysiaworldnews.com/etiqa- demonstrates-the-true-malaysian-spirit-with- gelombang-kasih-bersama-etiqa-campaign/ Smart Investor https://smartinvestor.com.my/etiqa- demonstrates-the-true-malaysian-spirit-with- gelombang-kasih-bersama-etiqa-campaign/
10/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	Smart Investor	https://smartinvestor.com.my/etiqa- demonstrates-the-true-malaysian-spirit-with- gelombang-kasih-bersama-etiqa-campaign/
11/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	justsaying.ASIA	https://www.justsaying.asia/media-outreach- newswire/?release_id=408592
10/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	TGH Photography and travel portal/blog	https://blog.photojournalist-tgh.tv/media- outreach-newswire?release_id=408592
10/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	Vulcan Post	https://vulcanpost.com/media-outreach/? release_id=408592
10/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	MONEY FM 89.3	https://www.moneyfm893.sg/media- outreach/etiqa-demonstrates-the-true- malaysian-spirit-with-gelombang-kasih- bersama-etiqa-campaign-25569
10/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	The Wellness Insider	https://thewellnessinsider.asia/media- outreach-newswire-corporate-releases/? release_id=408592
10/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	Hpility SG	https://www.hpility.sg/media-outreach/? release_id=408592
10/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	Channel NewsAsia (CNA)	https://www.channelnewsasia.com/media- release/etiqa-demonstrates-true-malaysian- spirit-gelombang-kasih-bersama-etiqa- campaign-5342101
10/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	Alvinology	https://alvinology.com/2025/09/10/etiqa- demonstrates-the-true-malaysian-spirit-with- gelombang-kasih-bersama-etiqa-campaign/



Date	Headline	Media Outlet	URL Link
11/09/2025	Gelombang Kasih Bersama Etiqa,Merayakan Semangat Persatuan dan Kepedulian Sejati di Hari Merdeka dan Hari Malaysia	Penjurupos	https://penjurupos.com/detail/57153/gelom bang-kasih-bersama-etiqamerayakan- semangat-persatuan-dan-kepedulian-sejati- di-hari-merdeka-dan-hari-malaysia
11/09/2025	Gelombang Kasih Bersama Etiqa,Merayakan Semangat Persatuan dan Kepedulian Sejati di Hari Merdeka dan Hari Malaysia	Wahana Riau News	https://wahanariau.com/news/detail/39423 /gelombang-kasih-bersama-etiqamerayakan- semangat-persatuan-dan-kepedulian-sejati- di-hari-merdeka-dan-hari-malaysia
11/09/2025	Gelombang Kasih Bersama Etiqa,Merayakan Semangat Persatuan dan Kepedulian Sejati di Hari Merdeka dan Hari Malaysia	MonitorRiau.com	https://monitorriau.com/news/detail/34418 /gelombang-kasih-bersama-etiqamerayakan- semangat-persatuan-dan-kepedulian-sejati- di-hari-merdeka-dan-hari-malaysia
11/09/2025	Gelombang Kasih Bersama Etiqa,Merayakan Semangat Persatuan dan Kepedulian Sejati di Hari Merdeka dan Hari Malaysia	Nusa Terkini	https://nusaterkini.com/gelombang-kasih- bersama-etiqamerayakan-semangat- persatuan-dan-kepedulian-sejati-di-hari- merdeka-dan-hari-malaysia/
11/09/2025	Gelombang Kasih Bersama Etiqa,Merayakan Semangat Persatuan dan Kepedulian Sejati di Hari Merdeka dan Hari Malaysia	RiauGreen.com	https://riaugreen.com/view/Bisnis/104664/ Gelombang-Kasih-Bersama-Etiqa- Merayakan-Semangat-Persatuan-dan- Kepedulian-Sejait-di-Hari-Merdeka-dan-Hari- Malaysia.html
11/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	Penjurupos	https://penjurupos.com/detail/57118/etiqa- demonstrates-the-true-malaysian-spirit-with- gelombang-kasih-bersama-etiqa-campaign
10/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	Business Diary Philippines	https://businessdiary.com.ph/media- outreach-newswire-corporate-news/? release_id=408592
10/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	Journal Online	https://journal.com.ph/specials/media- outreach/?release_id=408592
10/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	B2B CAMBODIA	https://b2b-cambodia.com/media- outreach/2092/detail/
10/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	MonitorRiau.com	https://monitorriau.com/news/detail/34399 /etiqa-demonstrates-the-true-malaysian- spirit-with-gelombang-kasih-bersama-etiqa- campaign
10/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	Wahana Riau News	https://wahanariau.com/news/detail/39360 /etiqa-demonstrates-the-true-malaysian- spirit-with-gelombang-kasih-bersama-etiqa- campaign
10/09/2025	Etiqa Demonstrates the True Malaysian Spirit with Gelombang Kasih bersama Etiqa Campaign	Nusa Terkini	https://nusaterkini.com/etiqa-demonstrates- the-true-malaysian-spirit-with-gelombang- kasih-bersama-etiqa-campaign/ Menitone.com https://www.menitone.com/? release_id=408592

## 30 September 2025, Channel News Asia Etiqa Insurance Singapore Launches Charity Pledge for New Takaful Products





#### Etiqa Insurance Singapore Launches Charity Pledge for new Takaful Products

0.1 percent of first-year regular premium equivalent from Family Takaful products launched after 1 August 2025 will be donated to the Community Chest of Singapore

SINGAPOR: <u>Media OutReach Newwire</u> - 90 September 2025 - Etigs insurance Singapore, the Insurance arm of Mayshad Group, foday announced a charity pleegi linked to the Issuech of its latest Takahli products. Invest purpose, a new Sharishcompliant investment-linked plan designed for Individuals seeking to align their financial growth with their promotal values. It marks the latest addition to Etigs's strategic cegarism of values-based insurance portfolia, following the successful strategic cegarism of values-based insurance portfolia, following the successful strategic cegarism of values-based insurance portfolia, following the successful strategic cegarism of values and the strategic cegarism of strategic strategic cegarism of the strategic strategic cegarism of the strategic strategic cegarism of the strategic s



Etiqa Launches Charity Pledge for new Takaful Products

As part of this launch, for each policy sold, Elias will donate 0.1 percent of proceeds from first-year regular premiums of new Family Fataful products launched after 1 August 2025 to Community Chest. [1] This contribution made by Elias, a no additional cost to policy-holders without affecting their plan benefits, reflects the company's commitment to creating positive societal impact and reinforcing the Takeful principle of mutual support and shared responsibility. The amount donated for each policy can fund a week's pocket money for a primary school student.

#### Combining Protection with Purpose

Values-based insurance includes coverage that addresses ethical, social, and personal concerns of customers. Benefits often include risk sharing among policyholders, purpose driven plans that combine protection with transparency.

"Today's consumers are increasingly seeking to align their investments with their personal values — demanding products that deliver not only financial returns, but also a sense of purpose and social responsibility. Ethya's Charity Redge, Isunched adoption on men's many Takation profices, is designed for Singaporeans who want their investments to be a force for good, where every investment becomes an act of impact for the wider community, By combining the principles of values—based of impact for the wider community. By combining the principles of values—based community and the profit of the profit

#### Launch of Invest purpose

Invest purpose is a Shariah-compliant Investment-linked Plan that combines wealth accumulation with Takaful coverage through a values-based approach; simultaneously addressing the evolving ethical and societal needs of customers.

Key benefits of Invest purpose include:

 Protection from life's uncertainties: Takaful coverage for death and terminal illness, with the option to enhance protection through an additional rider.

 Tailored flexibility for one's financial journey: Policyholders can choose from premium terms of 10, 15 or 20 years, pause premiums without fees[2], and make two free partial withdrawals from year 4 of their policy.

 A legacy of purpose: Policyholders can extend the spirit of giving by leaving a lasting legacy. They can nominate beneficiaries for living and/or death benefits or establish a Wakaf (charitable endowment/31 to support meaningful cause).

To learn more about Invest purpose, please visit: www.etiqa.com.sg/invest-purpose

Invest purpose is underwritten by Etiqa and is a Takaful product certified as Shariah-compliant by Financial Shariah Advisory and Consultancy (FSAC) of Pergas Singapore.

Etiqa Insurance Singapore provides a comprehensive approach to serving the companys diverse customer base through multi-channel sales. Invest <u>ourcose</u> is available through Maybank Singapore while <u>Invest vista</u> is distributed through Etiqa's own Advisory channel and financial advisory partners from August 2025.

 Donation of the amount equivalent to 0.1% of first-year premium received will apply for new regular premium Family Takaful (Life insurance) products launched by Etiqa Insurance Singapore after 1 August 2025. Policies must remain active at the time of the donation to Community Chest.

[2] The Premium-Free Period is a policy feature that allows you to pause regular premium payments without incurring a shortfall charge. Duration of the Premium-Free Period varies by policy year and your chosen premium payment term. Please refer to the policy contract for full details.

[3] Wakaf is an ongoing charity, a voluntary charitable endowment from one's personal belongings or wealth in the form of cash/property for pious and religious causes.

#### Hashtag: #EtiqaSingapore #EtiqaSG

The issuer is solely responsible for the content of this announcement.

## Etiga Insurance Pte, Ltd.

Eliga Insurance Pte, Ltd. (EIPL) is a file and general insurance company licensed and regulated by the Monetary Authority of singapore and governed by the Insurance Act 1966. Naving protected customers in Singapore since 1960 under the anse United General Insurance Co. Soi., Bull., the consegue transitioned into the Singapore to send of Elica Insurance Cost-And 2009. Today, EIPL in Singapore and Cost 1960 under the Cost 19

EIP. Offers a comprehensive rauge of life and general insurance products accessible through its devens distribution channels, including beacasus aros, agents, horizon, financial solviers, partnerships, direct and online sales via Tig by EIDs, AEIDs, AEID

### Maybank Singapore

Maybank is the fourth largest financial institution group in ASEAN by assets. It has been ranked the Best Bank in Asia Pacific and Singapore by The Banker in 2023; and the number one domestic bank in Malaysia for trade finance, according to the Euromoney Trade Finance survey in 2024.

Maybank Singapore is one of the Group's largest overseas operations and a Qualifying Full Bank in Singapore. As at 31 December 2023, Maybank is total assets in Singapore were approximately \$58.0.26 billion. With strategically located banking branches and over 2,000 employees in Singapore. Maybank is well-positioned to provide highly personalised services and locally oriented solutions that will deliver more value to customers.

## 30 September 2025, News Hub Asia Etiga Insurance Singapore Launches Charity Pledge for new **Takaful Products**





#### Media OutReach

#### Etiqa Insurance Singapore Launches Charity Pledge for new Takaful Products

0.1 percent of first-year regular premium equivalent from Family Takaful products launched after 1 August 2025 will be donated to the Community Chest of Singapore

in . 30 September 2025 - Etias Insurance Singapore, the insurance arm of Mauhani Group, today announced a charity pledge linked to the launch of its latest Takaful products. Invest purpose, a new Sharial compliant investment-linked plan designed for individuals seeking to align their financial growth with their personal values. It marks the latest addition to Etica's strategic expansion of values-based insurance portfolio, following the successful return of Takaful to the Singapore market in January 2025. This launch comes shortly after Étiqa introduced Invest vista last month, for its financial advisory partners.



#### Ftigs Launches Charity Pledge for new Takaful Products

As part of this launch, for each policy sold, Etiqa will donate 0.1 percent of pro Family Takaful products launched after 1 August 2025 to Community Chest.[1] This contribution made by Etiqa, at no additional cost to policyholders without affecting their plan benefits, reflects the company's commitment to creating positive societal impar and reinforcing the Takaful principle of mutual support and shared responsibility. The amount donated for each policy can fund a week's pocket money for a primary school student

#### Combining Protection with Purpose

include risk sharing among policyholders, purpose driven plans that combine protection with transparency.

ers are increasingly seeking to align their investments with their personal values — demanding produ deliver not only financial returns, but also a sense of purpose and social responsibility. Elsay's Chartry Pfodgs, Isunched alongside our new family Takatili portfolio, is designed for Singaporeans who want their investments to be a force for good, where every investment becomes an act of import for the wider community. By comfining the principles of values based insurance with the recomment decomes an act or repair for our water community, by commenting one principles or values captured and confidence in act of giving, we are offering a pathway to purposeful wealth creation that resonates with a new generation of conscious investors," said Raymond Ong, CEO of Etiqa Insurance Singapore.

#### Launch of Invest purpose

Invest purpose is a Shariah-compliant Investment-linked Plan that combines wealth accumulation with Takaful overage th a values-based approach; simultaneously addressing the evolving ethical and societal needs of customers.

- . Protection from life's uncertainties: Takaful coverage for death and terminal illness, with the option to enhance protection
- premiums without feed 21, and make two free partial withdrawals from year 4 of their policy.
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To learn more about Invest purpose, please visit: www.etiqa.com.sg/invest-purpose

Consultancy (FSAC) of Pergas Singapore.

channel sales. Invest ourcore is available through Maybank Singapore while invest vista is distributed through Etica's own idvisory channel and financial advisory partners from August 2025.

[1] Donation of the amount equivalent to 0.1% of first-year premium received will apply for new regular premium Far (Life insurance) products launched by Etiqa Insurance Singapore after 1 August 2025. Policies must remain active at the time of

charge. Duration of the Premium-Free Period varies by policy year and your chosen premium payment term. Please refer to the policy contract for full details.

cash/property for plous and religious causes

### fashtags: #EtiqaSingapore #EtiqaSG

The issuer is solely responsible for the content of this announcement.

Etiga Insurance Pte. Ltd. (EIPL) is a life and general insurance company licensed and regulated by the Monetary Authority of Singapore and governed by the Shaurance Act 1966. Maving protected customers in Singapore since 1961 under the name United.

General Insurance Co. Sdn. 8hd., the company transitioned into the Singapore branch of Etiqa Insurance Berhad in 2009. Today, EIPL in Singapore stands as the pivotal operating entity of Etiqa Insurance Group, a leading insurance and takaful provider in

EIPL offers a comprehensive range of life and general insurance products accessible through its diverse distribution channels, including bancassurance, agents, brokers, financial advisers, partnerships, direct and online sales via 'Tig by Etiqa. Etiqa is reted 'A' by credit rating agency Fitch for the group's 'Favorable' business profile, EIPL is owned by Maybank Ageas Holdings Berhad, a joint venture combining local market expertise with international insurance knowledge, with 69% ownership by Maybank, the fourth largest banking group in Southeast Asia, and 31% by Ageas, an international insurance group operating across 13

e fourth largest financial institution group in ASEAN by assets. It has been ranked the Best Bank in Asia Pacific and Singapore by The Banker in 2023; and the number one domestic bank in Malaysia for trade finance, according to the Euromoney

Maybank Singapore is one of the Group's largest overseas operations and a Qualifying Full Bank in Singapore. As at 31 December oneyours or any out to the discourse and the control of the contro

SOURCE: Price Insurance Pte. Ltd.

## 15 September 2025, Focus Malaysia Etiqa Insurance Singapore Launches "Live Ready With You" Brand Campaign





#### Media Outreach

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Etiqa Insurance Singapore Launches "Live Ready With You" Brand Campaign that brings Readiness to Life in Uncertain Times

Etiqa reaffirms its commitment to being there for Singaporeans during life's unexpected moments, inspired by real-life experiences and emotional stories

SINGAPORE - Media OutReach Newswire - 15 September 2025 - Etiqa Insurance Singapore today unveiled 'Live Ready With You', a new brand campaign that explores the moments when life takes an unexpected turn and one is left unprepared.



Etiqa's New Brand Campaign "Live Ready With You"

Uve Ready With You' builds on Etiqa's long-standing With You' narrative that shifts the focus to how preparation, protection, and partnership can empower people move forward with resilience and confidence through life's uncertainties.

With life bringing spid changes and uncertainty through unsepected circumstances, lims a governing need research seasons are and trusted support. Use Ready With You's speaked circuits or law research profession processors. That Eliquis in norm hand Eliquis are committed in a power profession shall be a power profession and a power profession. In a power profession are considerable, and a providing support when it matters most, offering peace of mind, and providing support when it matters most.

All the heart of the campaign are emotive stories that cipature life's unexpected turns, such as a sudden health scare, a supprise proposal, and a father ton between work and family, to a grandmother passing down her legacy and a travellor who loses his way. These moments are captured in a cinematic brand flow comprising five vigories, each illustrating that while life does not always go to plan, the right support can help individuals live ready for whatever comes next. "Singaporeans are more financials aware than ever, yet there is still a sense of uncertainty about the full-yeis del Reymond Oy., CEO of Expla Insurance Singapore. "Residness is not about having all the answers, but about having a trusted partner who gives you the confidence to move forward. Live Ready with You is our commitment to stand by our customers through life's unexpected moments."

The "Live Ready With You" campaign will roll out progressively across media channels starting 15 September onwards. Over a span of 12 weeks, the campaign will run across a mix of platforms including:

- Digital channels: Including online videos, display and social platforms.
   Out-of-home: Large-scale bus and Comfort taxi placements with exterior wraps and in-taxi screens, MRT stations, alongside premium digital sites such as Dhoby Ghaut and Bugid MRT, HurbourFoot Twist, Downtown Aura pillars, Somerset 313 parapet, Beauty World Belle and bus shelter
- Owned channels: www.etiqa.com.sg/tiveready and other customer touchooints.

Campaign tagline: #LiveReadyWithYou

For more information, visit www.etiqa.com.sg/tiveready

Hashtags: #EtiqaInsuranceSingapore #LiveReadyWithYou
The issuer is solely responsible for the content of this announcement.

Eliqa Insurance PR. L. M. (Eliqa Insurance Bingapore). Urgia Insurance PR. L. M. (Eliqa Insurance Company Insurance company licensed and regulated by the Novietry Authority of Bingapon and powered by the Insurance A. 1698. Having protected customers in Sirgapon since 1981 under the name United General Insurance Co. Side. 1861, the company translationed into the Engapone branch of Bingapon Bingapon Bingapon Bingapon Bingapon Bingapon Bingapon Bingapon Bingapon

EIPL offers a comprehensive range of tile and general insurance products accessible through is diverse defibilition farmed, including barcassurance, agently, brokers, financial advisers, punteembjer, direct and colles selse via Tic by Eigla. Eliqs is rated X by credit rating agency Park. Yor begrown and the production begrown and the production of the gough "Farcancial business profile. Eigl. is owned by Maybrack, Apaes Holdings Bolmack, a joint vertinar combring local market expertise with international insurance horseledge, with 60% centerable by Maybrack, the fourth largest branking group in Southeast Asia, and 31% by Ageas, an international insurance group operation grown 3 countries.

SOURCE: Etiqa Insurance Pte. Ltd.



# EXCHANGE ASIA

# Etiqa Insurance Singapore Launches "Live Ready With You" Brand Campaign That Brings Readiness To Life In Uncertain Times

September 15, 2025

Etiqa reaffirms its commitment to being there for Singaporeans during life's unexpected moments, inspired by real-life experiences and emotional stories

SINGAPORE – Media OutReach Newswire – 15 September 2025 – Etiqa Insurance Singapore today unveiled "Live Ready With You", a new brand campaign that explores the moments when life takes an unexpected turn and one is left unprepared.



Etiqo's New Brand Campaign "Live Ready With You"

'Live Ready With You' builds on Etiqa's long-standing With You' narrative that shifts
the focus to how preparation, protection, and partnership can empower people move
forward with resilience and confidence through fife's uncertainties.

With the forliging rapid changes and uncertainty through unexpected circumstance, where it is growing need for reseasurace and trusted support. Use heady With You's speaks directly to this need, reinforcing perceptions that Eliqui is more than just an insurer, but a partner that empowers individuals to face the future with greater confidence. It als ordered Eliza's negling commitment to making insurance more personal by standing by customers, offering peace of mind, and providing support when it matters most.

At the hear of the campaign are emotive stories that capture life's unexpected turns, such as a sudden health scare, a surprise proposal, and a father torn between work and family, to a grandmother passing down her legacy and a travelier who loses his way. These moments are captured in a cinematic brand film comprising five vignettes, each illustrating that while life does not always go to plant, the right support can help individuals live read for whetherer comes next.

"Singaporeans are more financially aware than ever, yet there is still a sense of uncertainty about the future," said Raymond Ong, CEO of Etiqa Insurance Singapore. "Readness in not about having all the answers, but about having a trusted partner who gives you the confidence to move forward. Live Ready with You is our commitment to stand by our customest through life's unexpected moments."

The "Live Ready With You" campaign will roll out progressively across media channels starting 15 September onwards. Over a span of 12 weeks, the campaign will run across a mix of platforms including:

- . Digital channels: Including online videos, display and social platforms.
- Out-of-home: Large-scale bus and Comfort taxi placements with exterior wraps
  and in-taxi screens, MRT stations, alongside premium digital sites such as
  Dhoby Ghaut and Buglis MRT, Harbour/Font Twist, Downtown Aura pillars,
  Somerset 33 paramet. Reauty World Relie and bus shelter digital screens.
- Owned channels: www.etiga.com.sq/liveready.and.other.customer.touchpoints

Campaign tagline: #LiveReadvWithYou

For more information, visit www.etiqa.com.sg/liveready

Hashtag: #EtiqalnsuranceSingapore #LiveReadyWithYou

The issuer is solely responsible for the content of this announcement.

#### Etiqa Insurance Pte. Ltd. (Etiqa Insurance Singapore)

Etga Insurance Pite. List. (ERL) is a left and general insurance company licented and an equitated by the Mosters Authority of Singapore and generated by the Neutrance Act. 1966. Having protected customers in Singapore since 1961 under the name United General Insurance Co. Sen. Bind., the company transitioned into the Singapore branch of Esta Insurance Berkah in 2000. Today Cell. in Singapore stance is the photost operating entity of Esga Insurance Group, a leading Insurance and staful provider in ASEAN.

EIR. offers a compenhensive range of life and general insurance products accessible through its diverse distribution channels, including barcessurance, apack, brokers, filancial advisers, partnerships, direct and online sales via Tiq by Efga, Efga is rated. Via y credit range apace; Pittor file or good; Prescriber business profile, Effe is owned by Myspark Agass Holdings Berhad, a joint venture combining local market separation with international insurance knowledge; with 60% ownership by Myspark, the fourth largest banking group in Southeast Asia, and 31% by Agass, an international insurance group operating poross IS courties.

# September 2025 Etiqa Mentions – Singapore



Date	Headline	Media Outlet	URL Link
30/09/2025	Etiqa Insurance Singapore Launches Charity Pledge for new Takaful Products	Woah! MY Media Network	https://www.woah.my/media- outreach/?release_id=414961
30/09/2025	Etiqa sumbang hasil premium produk takaful bantu golongan susah	Berita Harian.Sg	https://www.beritaharian.sg/ekonomi- kerja/etiqa-sumbang-hasil-premium- produk-takaful-bantu-golongan-susah
30/09/2025	Etiqa Insurance Singapore Launches Charity Pledge for new Takaful Products	Malay Mail	https://www.malaymail.com/news/mon ey/mediaoutreach/2025/09/30/etiqa- insurance-singapore-launches-charity- pledge-for-new-takful- products/414961
30/09/2025	Etiqa Insurance Singapore Launches Charity Pledge for new Takaful Products	superadrianme.c om	https://www.superadrianme.com/media -outreach/etiqa-insurance-singapore- launches-charity-pledge-for-new- takaful-products/
30/09/2025	Etiqa pledges charity donations with new Takaful products	Newsflash Asia	https://www.newsflashasia.com/etiqa- pledges-charity-donations-with-new- takaful-products/
30/09/2025	Etiqa Insurance Singapore Meluncurkan Janji Amal Bersamaan dengan Produk Takaful Terbaru 'Invest Purpose'	Penjurupos	https://penjurupos.com/detail/57760/e tiqa-insurance-singapore-meluncurkan- janji-amal-bersamaan-dengan-produk- takaful-terbaru-8216invest- purpose8217
30/09/2025	Etiqa Insurance Singapore Launches Charity Pledge for new Takaful Products	The Manila Times	https://www.manilatimes.net/2025/09/ 30/tmt-newswire/media-outreach- newswire/etiqa-insurance-singapore- launches-charity-pledge-for-new- takaful-products/2192203
30/09/2025	Etiqa Insurance Singapore Meluncurkan Janji Amal Bersamaan dengan Produk Takaful Terbaru 'Invest Purpose'	MonitorRiau.co m	https://www.manilatimes.net/2025/09/ 30/tmt-newswire/media-outreach- newswire/etiga-insurance-singapore- lauches-charity-plede-for-new- takaful-products/2192203
30/09/2025	Etiqa Insurance Singapore Meluncurkan Janji Amal Bersamaan dengan Produk Takaful Terbaru 'Invest Purpose'	Wahana Riau News	https://wahanariau.com/news/detail/4 0185/etiqa-insurance-singapore- meluncurkan-janji-amal-bersamaan- dengan-produk-takafui-terbaru- 8216invest-purpose8217



Date	Headline	Media Outlet	URL Link
30/09/2025	Etiqa Insurance Singapore Meluncurkan Janji Amal Bersamaan dengan Produk Takaful Terbaru âlnvest Purpose'	RiauGreen.com	https://riaugreen.com/view/Bisnis/105 197/Etiga-Insurance-Singapore- Meluncurkan-Janji-Amal-Bersamaan- dengan-Produk-Takaful-Terbaru Invest-Purpose039-,html
30/09/2025	Etiqa Insurance Singapore Launches Charity Pledge for new Takaful Products	Riau Headline	https://riauheadline.com/statis/media- outreach?release_id=414961
30/09/2025	Etiqa Insurance Singapore Launches Charity Pledge for new Takaful Products	Journal Online	https://journal.com.ph/specials/media- outreach/?release_id=414961
30/09/2025	Etiqa Insurance Singapore Launches Charity Pledge for new Takaful Products	Penjurupos	https://penjurupos.com/detail/57744/e tiqa-insurance-singapore-launches- charity-pledge-for-new-takaful- products
30/09/2025	Etiqa Insurance Singapore Launches Charity Pledge for new Takaful Products	B2B CAMBODIA	https://b2b-cambodia.com/media- outreach/2343/detail/
30/09/2025	Etiqa Insurance Singapore Launches Charity Pledge for new Takaful Products	RiauGreen.com	https://riaugreen.com/view/MediaOutR each/105179/Etiqa-Insurance- Singapore-Launches-Charity-Pledge-for- new-Takaful-Products.html
30/09/2025	Etiqa Insurance Singapore Launches Charity Pledge for new Takaful Products	Cambodia Investment Review	https://cambodiainvestmentreview.com/?release_id=414961
30/09/2025	Etiqa Insurance Singapore Launches Charity Pledge for new Takaful Products	Wahana Riau News	https://wahanariau.com/news/detail/40 169/etiga-insurance-singapore- launches-charity-pledge-for-new- takaful-products
30/09/2025	Etiqa Insurance Singapore Launches Charity Pledge for new Takaful Products	MonitorRiau.co m	https://monitorriau.com/news/detail/3 4920/etiga-insurance-singapore- launches-charity-pledge-for-new- takaful-products



Date	Headline	Media Outlet	URL Link
30/09/2025	Etiqa Insurance Singapore Launches Charity Pledge for new Takaful Products	Nusa Terkini	https://nusaterkini.com/etiqa-insurance- singapore-launches-charity-pledge-for- new-takaful-products/
15/09/2025	Etiqa Insurance Singapore Launches "Live Ready With You" Brand Campaign that brings Readiness to Life in Uncertain Times	Woah! MY Media Network	https://www.woah.my/media- outreach/?release_id=409663
15/09/2025	Etiqa Insurance Singapore Launches "Live Ready With You" Brand Campaign that brings Readiness to Life in Uncertain Times	News Hub Asia	https://www.newshubasia.com/media- outreach/?release_id=409663
15/09/2025	Etiqa Insurance Singapore Launches "Live Ready With You" Brand Campaign that brings Readiness to Life in Uncertain Times	Malay Mail	https://www.malaymail.com/news/money/mediao utreach/2025/09715/etiqa-insurance-singapore- launches-live-ready-with-you-brand-campaign- that-brings-readiness-to-life-in-uncertain- times/409663
15/09/2025	Etiqa Insurance Singapore Launches "Live Ready With You" Brand Campaign that brings Readiness to Life in Uncertain Times	justsaying.ASIA	https://www.justsaying.asia/media- outreach-newswire/?release_id=409663
15/09/2025	Etiqa Insurance Singapore Launches "Live Ready With You" Brand Campaign that brings Readiness to Life in Uncertain Times	TGH Technology and Business Portal/Blog	https://www.tangenghui.com/media- outreach-newswire?release_id=409663
15/09/2025	Etiqa captures real-life stories to spotlight unexpected moments	MARKETING- INTERACTIVE	https://www.marketing- interactive.com/etiqa-captures-real-life- stories-to-spotlight-unexpected- moments
15/09/2025	Etiqa Insurance Singapore Launches "Live Ready With You" Brand Campaign that brings Readiness to Life in Uncertain Times	Asian Journeys	https://asianjourneys.com.sg/media- outreach-newswire?release_id=409663
15/09/2025	Etiqa launches 'Live Ready With You' campaign	Newsflash Asia	https://www.newsflashasia.com/etiqa- launches-live-ready-with-you-campaign/
15/09/2025	Etiqa Insurance Singapore Launches "Live Ready With You" Brand Campaign that brings Readiness to Life in Uncertain Times	Weekender	https://weekender.com.sg/mediaoutrea ch/?release_id=409663



Date	Headline	Media Outlet	URL Link
15/09/2025	Etiqa Insurance Singapore Launches "Live Ready With You" Brand Campaign that brings Readiness to Life in Uncertain Times	Hpility SG	https://www.hpility.sg/media- outreach/?release_id=409663
15/09/2025	Etiqa Insurance Singapore Launches "Live Ready With You" Brand Campaign that brings Readiness to Life in Uncertain Times	The Wellness Insider	https://thewellnessinsider.asia/media- outreach-newswire-corporate- releases/?release_id=409.663
15/09/2025	Etiqa Insurance Singapore Launches "Live Ready With You" Brand Campaign that brings Readiness to Life in Uncertain Times	Channel NewsAsia (CNA)	https://www.channelnewsasia.com/me dia-release/etiga-insurance-singapore- launches-live-ready-you-brand- campaign-brings-readiness-life-in- uncertain-times-5349366
15/09/2025	Etiqa Insurance Singapura Luncurkan Kampanye 'Live Ready With You, Siap Temani Pelanggan Menghadapi Ketidakpastian Hidup	Penjurupos	https://penjurupos.com/detail/57262/e tiga-insurance-singapura-luncurkan- kampanye-8216live-ready-with-you- siap-temani-pelanggan-menghadapi- ketidakpastian-hidup
15/09/2025	Etiqa Insurance Singapore Launches "Live Ready With You" Brand Campaign that brings Readiness to Life in Uncertain Times	Yodisphere	https://www.yodisphere.com/p/news.h tml?release_id=409663
15/09/2025	Etiqa Insurance Singapura Luncurkan Kampanye 'Live Ready With You, Siap Temani Pelanggan Menghadapi Ketidakpastian Hidup	MonitorRiau.co m	https://monitorriau.com/news/detail/3 4515/etiga-insurance-singapura- luncurkan-kampanye-8216live-ready- with-you-siap-temani-pelanggan- menghadapi-ketidakpastian-hidup
15/09/2025	Etiqa Insurance Singapura Luncurkan Kampanye 'Live Ready With You, Siap Temani Pelanggan Menghadapi Ketidakpastian Hidup	Wahana Riau News	https://wahanariau.com/news/detail/39 563/etiqa-insurance-singapura- luncurkan-kampanye-8216live-ready- with-you-siap-temani-pelanggan- menghadapi-ketidakpastian-hidup
15/09/2025	Etiqa Insurance Singapura Luncurkan Kampanye 'Live Ready With You, Siap Temari Pelanggan Menghadapi Ketidakpastian Hidup	Nusa Terkini	https://nusaterkini.com/etiqa- insurance-singapura-luncurkan- kampanye-live-ready-with-you-siap- temani-pelanggan-menghadapi- ketidakpastian-hidup/



Date	Headline	Media Outlet	URL Link
15/09/2025	Etiqa Insurance Singapura Luncurkan Kampanye âLive Ready With You, Siap Temani Pelanggan Menghadapi Ketidakpastian Hidup	RiauGreen.com	https://riaugreen.com/view/Bisnis/104 761/Etiga-Insurance-Singapura- Luncurkan-KampanyeLive-Ready- With-YouSiap-Temani-Pelanggan- Menghadapi-Ketidakpastian-Hidup.html
15/09/2025	Etiqa Insurance Singapore Launches 'Live Ready With You' Brand Campaign that brings Readiness to Life in Uncertain Times	RiauGreen.com	https://riaugreen.com/view/MediaOutR each/104748/Etiqa-insurance- Singapore-Launches039-Live-Ready- With-You-039-Brand-Campaign-that- brings-Readiness-to-Life-in-Uncertain- Times.html
15/09/2025	Etiqa Insurance Singapore launches 'Live Ready With You' campaign to empower customers through uncertainty	Marketech Apac	https://marketech-apac.com/etiqa- insurance-singapore-launches-live- ready-with-you-campaign-to-empower- customers-through-uncertainty/
15/09/2025	Etiqa Insurance Singapore Launches "Live Ready With You" Brand Campaign that brings Readiness to Life in Uncertain Times	Wahana Riau News	https://wahanariau.com/news/detail/39 543/etiga-insurance-singapore- launches-live-ready-with-you-brand- campaign-that-brings-readiness-to-life- in-uncertain-times
15/09/2025	Etiqa Insurance Singapore Launches "Live Ready With You" Brand Campaign that brings Readiness to Life in Uncertain Times	Journal Online	https://journal.com.ph/specials/media- outreach/?release_id=409663
15/09/2025	Etiqa Insurance Singapore Launches "Live Ready With You" Brand Campaign that brings Readiness to Life in Uncertain Times	B2B CAMBODiA	https://b2b-cambodia.com/media- outreach/2142/detail/

## 19 September 2025, The Manila Times Etiqa Philippines Advances Insurance Innovation with Customer-Centric Digital Platforms



## The Manila Times

# Etiqa advances insurance innovation with Customer-centric digital platforms

September 19, 2025 ☐ AA Resize

No doaly's fast-spaced wordf, insurance companies are expected not only to provide protection but also to deliver convenience, speed, and a seamless digital experience. Eliqua, a progressive player in the Philippine insurance industry with strong regional presence, continues to raise the bar with a suite of innovative digital platforms designed for its members, leathful are providers, and corporate partners. These tools reflect Eliqu's vision of being a truly customer-centric and digitally enabled insurer.

At the heart of this transformation is Etiqa Smile PH App, a mobile platform that places the power of self-service directly into the hands of members, which was recently recognized as Customer Service Initiative of the Year at the Insurance Asia Awards 2025.

#### READ: Compact flagship vivo X200 FE to land in the Philippines



SURANCE MADE EASY With Smile PH app, users can file claims, view benefits, make payments, and ever mast consultations — all from their smartphones. PHOTOS FROM FTIOS.



To complement the app, Etiqa also offers a web-based Members' Portal with the same functionalities, giving members flexibility, whether they prefer mobile or desktop access.

Through the Smile PH app, Etiqa group medical plan members enjoy seamless access to the company's nationwide network of more than 1,500 accredited hospitals and clinics. With just a few clicks, users can locate health providers, ensuring that support and care are always within reach.

For corporate clients, Etiqa provides an HR portal that enables companies to upload employee data, monitor medical transactions, and track key activities such as annual physical exams. Together, these tools improve efficiency, reduce administrative burden, and help companies ensure the well-being of their workforce.

To further elevate service, Etiqa has deployed a virtual assistant and chathot available 24/7 in the website to handle queries, resolve complaints, and provide instant support. This innovation has earned recognition in industry awards in 2024, underscoring Etiqa's success in setting new standards for digital excellence.

In line with its commitment to continuous improvement, Etiqa will launch Smile PH App Plus in the first quarter of next year, offering an even more intuitive experience and expanded features including the ability to purchase additional insurance policies directly through the ano.

Etiqa's digital edge is also reinforced by global partnerships such as its collaboration with Insurope, which broadens its network of multinational insurance coverage and ensures consistent, high-quality protection for global companies and their employees.

These advancements are powered by Etiqa's access to regional best practices from its Malaysian head office, ensuring that the Philippine market benefits from proven innovations on a global scale.

Philippe Guzman, head of digital and technological services at Etiqa Philippines, shared: "Our goal is to design solutions that anticipate client needs and simplify complex processes. By integrating innovation at every touch point, we're making insurance more accessible and intuitive for all."

Anthony Lou Bernabe, president and CEO of Etiqa Philippines, emphasized:

"Our digital platforms are designed with one clear purpose — to make the insurance experience smarter, flaster, and more inclusive for everyone we serve. Innovation is not just about technology; it's about empowering our members, partners, and communities with the tools they need to live more secure and meaningful lives."

With its strong digital foundation, global connections, and valuesdriven approach, Etiqa is redefining what it means to be an insurance partner. Every innovation — from apps to portals — contributes to its greater mission of making the world a better place.

## 18 September 2025, Philippine Daily Inquirer Etiqa Philippines Advances Insurance Innovation with Customer-Centric Digital Platforms



### INQUIRER.NET

# Etiqa advances insurance innovation with customer-centric digital platforms

In today's fast-paced world, insurance companies are expected not only to provide protection but also to deliver convenience, speed, and a seamless digital experience. Etiqa, a progressive player in the Philippine insurance industry with strong regional presence, continues to misse the bar with a suite of Innovative digital platforms designed for its members, healthcare providers, and corporate partners. These tools reflect Etiga's vision of being a ruly customer-centric and digitally enabled insurer.



At the heart of this transformation is Etiga Smile PH App, a mobile platform that places the power of self-service directly into the hands of members which was recently recognized as Customer Service Initiative of the Year at the Insurance Asia Awards 2025. With Smile PH app, users can file claims, view benefits, make payments, and even request consultations—all from their smartphones. To complement the app, Etiqa also offers a web-based Member? Portal with the same functionalities, giving members flexibility whether they prefer mobile or deskop access.

Through the Smile PH app, Etiqa group medical plan members enjoy seamless access to the company's nationwide network of more than 1,500 accredited hospitals and clinics. With just a few clicks, users can locate health providers, ensuring that support and care are always within reach.

Hospitals and clinics benefit from Etiqs's Provider Portal because it allows for online requests of Letter of Guaranese (LoG) for consultation, laboratory, confliement, emergency room access and submission of billings, while our Doctor's app simplifies the way physicians manage patient-related transactions. For corporate clients, Etiga provides an HR portal that enables companies to upload employee data, monitor medical transactions, and track key activities such as annual physical exams. Together, these tools improve efficiency, reduce administrative burden, and help companies ensure the well-being of other workforce.

To further elevate service, Itiga has deployed a virtual assistant and chathot available 247 in the website to handle queries, resolve complaints, and provide instant support. This innovation has earned recognition in industry awards in 2024, underscoring Itiga's success in setting new standards for digital excellence, in line with its commitment to continuous improvement, Ediqa will launch Smile PHA pp Plus in the first quarter of next year, Griega new more insulview experience and expanded features, including the ability to purchase additional insurance policies directly through the app.

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ADVT.

This article is brought to you by Etiqa.



# Standard

SPOTLIGHT @ Last updated September 9, 2025, 1:41 PM

## **Etiga Philippines launches Takaful** PA - ethical, affordable protection for every Filipino

By Manila Standard

O September 9, 2025, 1:41 PM









Etiqa Philippines, a regional leader in both conventional insurance and Takaful solutions, has introduced its newest product, Takaful Personal Accident (PA) - an easy, affordable, and values-driven way to protect yourself and your loved ones. Designed with freelancers, entrepreneurs, and self-starters in mind, Takaful PA offers peace of mind so you can focus on your work and your dreams.

Etiqa Philippines, a regional leader in both conventional insurance and Takaful solutions, has introduced its newest product, Takaful Personal Accident (PA) - an easy, affordable, and values-driven way to protect yourself and your loved ones. Designed with freelancers, entrepreneurs, and self-starters in mind, Takaful PA offers peace of mind so you can focus on your work and your dreams.

What makes Takaful PA unique is that it is ethical and Shariah-compliant, built on the principles of mutual assistance where members contribute to a pooled fund. This fund supports members in times of need, creating a true community of care. If there's a surplus at the end of the policy year, it may be shared back with members - a hallmark of surplus sharing, and Etiqa's way of giving back to the community that looks after one another.

You can choose from three variants of Takaful PA, all designed to match your lifestyle and budget. No matter which one you choose, you'll get the same compassionate service Etiga is known for - a brand trusted in both conventional insurance and Islamic finance, and backed by Maybank Group's global expertise.

"We are thrilled to introduce our first Takaful offering, the Personal Accident plan, a testament to Etiqa's unwavering commitment to ethical finance and inclusive protection," said Anthony Lou Bernabe, President and CEO of Etiqa Philippines. "Filipinos can expect more innovative Takaful solutions ahead all designed to uplift communities and ensure that every member shares in the security and prosperity they help create."

Etiqa believes in building products that put people first, uphold fairness, and strengthen communities. At the heart of everything it does is a simple mission: to make the world a better place. Protect your future today - visit www.etiqa.com.ph to buy your Takaful PA plan.





# Etiqa Philippines Launches Takaful PA – Ethical, Affordable Protection for Every Filipino

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Etiqs Philippines, a regional leader in both conventional insurance and Takaful solutions, has introduced its newest product, Takaful Personal Accident (PA)—an easy, affordable, and values—driven way to protect yourself and your loved ones. Designed with freelancers, entrepreneurs, and self-starters in mind, Takaful PA offers peace of mind so you can focus on your work and your dreams.

For as low as P1,400 a year, you can enjoy comprehensive protection in case of accident, injury, or loss of life —ensuring your family's financial security when it it matters most. And because life can be unpredictable, Etiqa makes sure claims are processed quickly, so you can focus on recovery instead of paperwork.

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Protect your future today — visit www.etiqa.com.ph to buy your Takaful PA plan.



Date	Headline	Media Outlet	URL Link
24/09/2025	Etiqa Drives Insurance Innovation Through Customer-Centered Digital Platforms	Digital Filipina	https://www.digitalfilipina.com/etiqa- drives-insurance-innovation-through- customer-centered-digital-platforms/
22/09/2025	Etiqa Advances Insurance Innovation with Customer-Centric Digital Platforms	Mega Bites	https://www.megabites.com.ph/etiqa- advances-insurance-innovation-with- customer-centric-digital-platforms/
18/09/2025	Etiqa advances Insurance Innovation with Customer-Centric Digital Platforms	E Lifestyle Manila	https://www.elifestylemanila.com/etiqa -advances-insurance-innovation-with- customer-centric-digital-platforms/
18/09/2025	Etiqa Pioneers a Digital-First Approach to Insurance with User- Focused Platforms	TeknoGadyet	https://www.teknogadyet.com/2025/0 9/etiqa-customer-centric-digital- platforms.html
18/09/2025	Etiqa Leads Insurance Innovation in the Philippines with Customer- Centric Digital Tools	FrontpagePH	https://frontpageph.com/etiqa-leads- insurance-innovation-in-the-philippines- with-customer-centric-digital-tools/
18/09/2025	Etiqa Redefines Insurance in the Philippines with Award-Winning Digital Platforms	Bob Reyes Online - A Pinoy Technologist's Blog	https://www.bobreyes.com/etiqa- redefines-insurance-in-the-philippines- with-award-winning-digital-platforms/
17/09/2025	Etiqa Advances Insurance Innovation with Customer-Centric Digital Platforms	The Fanboy SEO	https://thefanboyseo.com/etiqa- advances-insurance-innovation-with- customer-centric-digital-platforms/
17/09/2025	Etiqa advances insurance innovation with customer-centric digital platforms	Manila Standard	https://manilastandard.net/spotlight/31 4643942/etiga-advances-insurance- innovation-with-customer-centric- digital-platforms.html
17/09/2025	Etiqa Advances Insurance Innovation with Customer-Centric Digital Platforms	TechG3	https://techg3.com/technology/etiqa- advances-insurance-innovation-with- customer-centric-digital-platforms/
19/09/2025	Opportunities abound in Islamic banking	Business World Online	https://www.bworldonline.com/special- features/2025/09/19/699331/opportu nities-abound-in-islamic-banking/
14/09/2025	Etiqa Philippines launches Takaful Accident Plan	The Sun.Star	https://www.sunstar.com.ph/cebu/etiq a-philippines-launches-takaful-accident- plan

# September 2025 Etiqa Mentions – Philippines



Date	Headline	Media Outlet	URL Link
14/09/2025	Etiqa Philippines launches Takaful Accident Plan	World News	https://article.wn.com/view/2025/09/1 4/Etiqa_Philippines_launches_Takaful_A ccident_Plan/
11/09/2025	Etiqa Philippines Launches Takaful PA – Ethical, Affordable Protection for Every Filipino	Malaya Business Insight	https://malaya.com.ph/business/marketi ng-board/etiqa-philippines-launches- takaful-pa-ethical-affordable-protection- for-every-filipino/
09/09/2025	Etiqa Philippines Launches Takaful PA – Ethical, Affordable Protection for Every Filipino	thelifestyleaven ue	https://thelifestyleavenue.com/etiqa- philippines-launches-takaful-pa-ethical- affordable-protection-for-every-filipino/
09/09/2025	Etiqa Philippines launches Takaful PA – ethical, affordable protection for every Filipino	Manila Standard	https://manilastandard.net/spotlight/31 4640653/etiqa-philippines-launches- takaful-pa-ethical-affordable-protection- for-every-filipino.html
07/09/2025	Etiqa Philippines Launches Takaful PA – Ethical, Affordable Protection for Every Filipino	The Fanboy SEO	https://thefanboyseo.com/etiqa- philippines-launches-takaful-pa-ethical- affordable-protection-for-every-filipino/
06/09/2025	Etiqa Philippines Launches Takaful PA – Ethical, Affordable Protection for Every Filipino	Pinay Ads - PRNewswire	https://www.pinayads.com/2025/09/eti ga-ph-launches-takaful-pa/
06/09/2025	Etiqa Philippines launches Takaful PA: Ethical, affordable protection for every Filipino	The Manila Times	https://www.manilatimes.net/2025/09/ 06/tmt-newswire/etiqa-philippines- launches-takaful-pa-ethical-affordable- protection-for-every-filipino/2180236
03/09/2025	Etiqa Philippines Launches Takaful Personal Accident - Affordable, Values-Based Protection for Every Filipino Family	Microinsurance Philippines	https://microinsurancephilippines.com/e tiga-philippines-launches-takaful- personal-accident-affordable-values- based-protection-for-every-filipino- family/