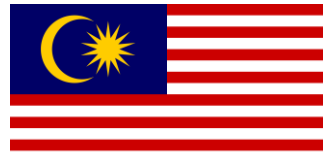




Etiqua's Media Clippings of October 2024

(1 - 31 October 2024)



Etiqa sees steady demand for medical and health insurance despite co-payment concerns



Etiqa executive vice president and chief strategy officer Chris Eng Poh Yoon. Pic by Zahid Izzani/The Edge

KUALA LUMPUR (Oct 30): Demand for medical and health insurance remains resilient despite some concerns about co-payment structures, according to Etiqa, the insurance division of Malayan Banking Bhd (KL: [MAYBANK](#) [EDGE](#)).

The insurer reports strong interest particularly from Malaysia's middle- and upper-income segments, with co-payment requirements not triggering significant policy cancellations.

Etiqa's executive vice president and chief strategy officer, Chris Eng Poh Yoon, emphasized that the shift towards co-payment features has had a minimal impact.

"The recent introduction of co-payment features has had a limited impact, as insurers and takaful operators in Malaysia have predominantly implemented co-payments at modest levels, either set at the minimum of RM500 annually or 5% of yearly costs," he told *The Edge*.

According to Eng, the demographic profile of policyholders has played a significant role in sustaining demand.

"Medical insurance here is primarily purchased by middle- and high-income individuals, which is why we haven't seen a major reduction in demand," he explained.

The broader uptake in insured patients is also notable.

"About a decade ago, only 30% of patients in medical facilities were insured, while 70% were self-paying. Now, it's the reverse — 70% are insured and only 30% self-paying," Eng added.

While Eng acknowledged that co-payment requirements could create challenges for lower-income policyholders — possibly leading some to cancel policies — Etiqa, he said, remains focused on raising awareness and providing affordable options for this segment.

Eng also welcomed the government's co-payment initiative as a response to rising medical inflation. Key cost drivers include delayed treatments during the Covid-19 pandemic, heightened awareness of health issues, investments in new medical equipment and currency fluctuations.

By opting for co-payment, policyholders can manage premium costs, with a minimum of 5% or RM500 out-of-pocket, depending on which is higher.

Notably, recent announcements in Budget 2025 aim to further ease the financial burden of medical and health insurance. These include increasing the individual income tax relief on medical insurance premiums to RM4,000 and offering up to RM10,000 in relief for medical expenses. This relief will extend to the portion of payments under insurance and takaful products with co-payment features.

"Any increase in tax relief would be good to encourage more adoption of insurance," said Eng.

He noted that additional tax measures, such as the service tax expansion and the new 2% tax on individual shareholders with dividends exceeding RM100,000, are unlikely to dent insurance demand significantly.

Calls for investment flexibility in the insurance sector

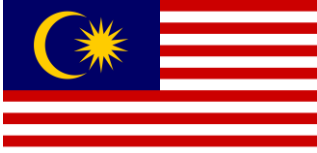
Beyond immediate tax and premium incentives, Eng highlighted the need for greater flexibility in investment regulations for Malaysian insurers. Allowing a higher proportion of investments abroad, he argued, would enable insurers to deliver better returns and diversify product offerings, including those in foreign currencies.

Currently, he said, local insurance companies are required to keep 90% of their investments within Malaysia.

"If we invest more of our assets overseas, we can offer insurance products in currencies other than the ringgit. These are investment-linked policies. We have observed that some high-net-worth individuals in Malaysia purchase insurance policies from other countries because they are denominated in different currencies," Eng explained.

He believed that increasing the 10% allowance on foreign investments could allow Malaysian insurers to develop products, such as US dollar-denominated policies, reducing capital outflow from Malaysia.

Edited By [Liew Jia Teng](#)



Web 2.0

Etiqua Kini Memudahkan Anda Semak Risiko Banjir Di Sesuatu Kawasan

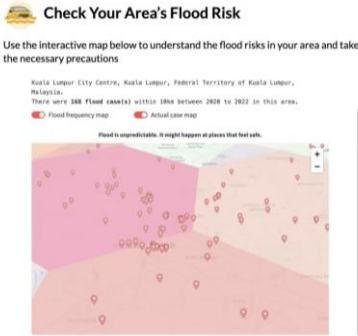
October 28, 2024 • Aman

Etiqua, salah satu penyedia perkhidmatan insurans dan takaful, kini hadir dengan penawaran peta interaktif, yang memudahkan para pengguna dalam menyemak dan memahami risiko banjir di sesuatu kawasan.

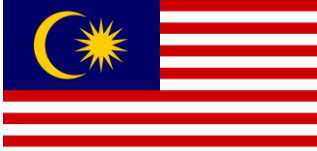
Melalui peta interaktif berkenaan, anda hanya perlu memasukkan lokasi, dan seterusnya boleh melihat kadar taburan banjir, selain kes banjir yang pernah berlaku. Namun, mengikut data yang dipaparkan, ia hanya mengambil kira antara tahun 2020 ke tahun 2022 sahaja.

Penawaran ini dijangka membantu orang ramai lebih memahami sesuatu kawasan, dan bersedia dengan perlindungan untuk kenderaan mereka supaya tidak terjejas dan terkesan disebabkan banjir.

Bagi anda yang berminat, boleh melakukan semakan pantas berkenaan risiko banjir melalui [laman sehenti di Etiqua](#). Selain di laman Etiqua, anda juga boleh mendapatkan maklumat berkenaan taburan dan berkaitan di laman [Public Info Banjir](#).



26 October 2024, Astro Awani
Belanjawan 2025- Shaping Malaysia's economy & the insurance, takaful sectors



astro AWANI
09:11

BELANJAWAN 2025 | **SHAPING MALAYSIA'S ECONOMY & THE INSURANCE, TAKAFUL SECTORS**

IN DAN DIJANGKA BERGERAK KE BARAT MENGHALA KE VIETNAM. • INFLASI MALAYSIA TURUN KEPADA 1.8 PERATUS

.940 0.02 5325 WELLCHIP 0.001 -1.42 4243 WTK 0.495 0.01 5300 YENHER 0.000 -0.94 31



*The***Star**

Etiqua launches flood alerts and flood management tools



Etiqua chief data officer Faiezy Hasnan

KUALA LUMPUR: Etiqua has added new features to its mobile app, Etiqua+, and website, including flood alerts and a flood map tool, to help Malaysians manage flood risks more effectively.

In a statement, Etiqua, the insurance and takaful arm of Malayan Banking Bhd (Maybank), said the Etiqua+ mobile application will provide flood alerts, notifying customers whenever water levels at nearby water stations reach critical levels.

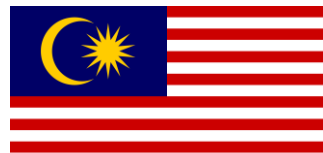
Etiqua has also introduced a flood map tool, using data from 2020 to 2022. This lets customers check if their homes or businesses are in flood-prone areas, helping them plan their insurance and make informed decisions about flood protection.

Chief data officer Faiezy Hasnan said the newly introduced flood alert system equips customers with the vital information they need to mitigate risks and avoid danger when possible.

"From 2020 to 2024, Etiqua has processed more than RM436mil in flood-related claims, for over 30,000 policies were affected by flood during that period. These figures underscore the severe impact that floods have on our communities, further driving our dedication to proactive solutions such as flood alerts and the flood map tool," he said.

"Etiqua's responsibility extends far beyond traditional protection. This initiative reflects our commitment to our corporate purpose—Make the World a Better Place—as we work to provide peace of mind and unwavering support to our customers, especially during these challenging times."

For more information on Etiqua's new alerts, flood map tool, and comprehensive home and motor protection plans, visit www.etiqua.com.my or Etiqua+ mobile application.



Daily Express

INDEPENDENT NATIONAL NEWSPAPER OF EAST MALAYSIA
Established since 1963

Etiqa launches mangrove replanting

LABUAN: Labuan-based Etiqa Offshore Insurance (L) Ltd (EOIL) today reaffirmed its commitment to environmental sustainability with the launch of an advanced Mangrove Education and Planting Programme at the Kina Benuwa Mangrove River, a gazetted permanent forest reserve on the island.

In a statement to Bernama, EOIL said the one-day event, part of its corporate social responsibility (CSR) initiatives, builds on the success of the 2023 Sustainability Education Programme, which took place during Maybank Global CR Day.

The programme was organised in collaboration with Labuan Corporation, the Universiti Malaysia Sabah Alumni and the Sabah Wetlands Conservation Society.

The event brought together 40 primary school students from four Labuan schools: Labuan International School (LIS), Sekolah Kebangsaan Pekan Dua, Sekolah Jenis Kebangsaan Chi Wen and Sekolah Kebangsaan Sungai Bedaun.

Each student planted up to five man-

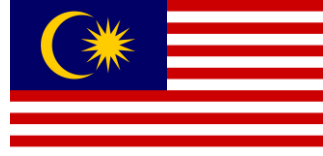
grove saplings, resulting in a total of 200 new trees.

The initiative aims to support coastal ecosystems and contribute to efforts to mitigate the effects of climate change.

EOIL chairman Datuk Majid Mohamad highlighted that the event underscores EOIL's dedication to Environmental, Social and Governance (ESG) principles.

He said the initiative not only raises awareness about critical global issues like melting glaciers and rising sea levels, but also provides students with hands-on experience in environmental conservation.

EOIL principal officer Rosfadzilani Ghani attributed the programme's success to the collaborative efforts of government agencies, the education sector and other key stakeholders. – Bernama



Fasa seterusnya pensijilan halal

Oleh NAZARUDIN SHAHARI

SEREMBAN – Sistem kewangan Islam dan perlindungan takaful perlu dilihat sebagai lapisan seterusnya dalam pembangunan pensijilan halal di negara ini.

Timbalan Menteri di Jabatan Perdana Menteri (Hal Ehwal Agama), Zulkifli Hasan berkata, kedua-dua instrumen itu adalah fasa kedua yang dilaksanakan selepas kejayaan sistem perniagaan berstatus halal dan toyyib (baik).

Jelasnya, ia akan melengkapkan keseluruhan ekosistem halal yang hendak dibangunkan di negara ini.

"Tahap kesedaran dan kefahaman terhadap ekosistem halal perlu dipertingkatkan supaya kita dapat pencapaian lebih baik.

"Kerajaan akan meneruskan aktiviti promosi dalam kalangan para usahawan supaya menjadikan sistem kewangan dan perlindungan Islam sebagai sebahagian daripada status halal perniagaan mereka," katanya kepada pemberita selepas merasmikan Seminar Sinergi Halal dan Zakat di Seremban, semalam.



ZULKIFLI (tengah) bergambar bersama para pembayar zakat perniagaan selepas merasmikan Seminar Sinergi Halal dan Zakat di Seremban, semalam.

Zakat di sini, semalam.

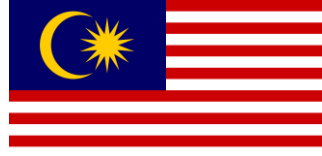
Seramai 600 usahawan dari negeri ini hadir menyertai seminar anjuran Majlis Agama Islam Negeri Sembilan (MAINS) itu.

Sempena program berkenaan, Zulkifli turut menyaksikan penyampaian zakat perniagaan oleh Etiqa Family Takaful Berhad, Bank Simpanan Nasional dan Bank Pembangunan Malaysia Berhad.

Zulkifli menambah, penyertaan oleh dua buah bank dan sebuah syarikat takaful dalam seminar tersebut adalah sebahagian daripada usaha kerajaan bagi memberi pendedahan kepada usahawan dalam sistem kewangan Islam dan perlindungan takaful.

"Seperti yang kita tahu, sistem pensijilan halal kita mendapat pengiktirafan dan perhatian masyarakat antarabangsa kerana potensi besarnya dalam industri halal dunia.

"Sudah pasti jika kita melengkap ekosistem halal ini kepada lapisan seterusnya, ia akan menjadikan pensijilan halal Malaysia sebagai yang terbaik," ujarnya.



Daily Express

INDEPENDENT NATIONAL NEWSPAPER OF EAST MALAYSIA
Established since 1963



Dr Ruthresh Rao Subramanyan, Regional Director for Sabah Etiqa Insurance & Takaful, Aldo Kok and KPJ Sabah General Manager Mohamad Faizal (from left) during the launching of the Pink Etiqa programme.

Free mammogram screening for underprivileged women

Cynthia D Baga

KOTA KINABALU: The Pink Etiqa programme launched Saturday in conjunction with the Breast Cancer Awareness month aims at providing free mammogram screening for underprivileged women and raising awareness on the importance of early detection.

It involves Etiqa, the National Cancer Society Malaysia (NCSM) and KPJ Specialist Hospital, Sabah.

Head of Department, NCSM National Community Engagement, Dr Ruthresh Rao Subramanyan, said the Pink Etiqa is a continuation of Etiqa's commitment with NCSM to help underprivileged women across Malaysia fight breast cancer.

"Following its initial launch at Aurelius Hospital Negeri Sembilan last month, the initiative then arrived in Sabah.

"This programme, valued at RM2.01 million and fully funded by Etiqa, aims to help 6,000 underprivileged Malaysian women.

"This phase six will see Etiqa funding screenings for 50,000 Malaysians through the Etiqa National Mobile Screening Clinic. From phase one to five, Etiqa has spent nearly RM10 million to help 27,500 women.

He said through these screenings, 592 abnormalities were detected, with 93 of them confirmed as cancer cases. "These patients were referred to the nearest hospital for further treatment and consultation with medical professionals," he said.

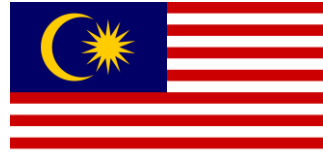
Since the establishment of Radiotherapy & Oncology services in KPJ Sabah, about 1,106 new cases had been registered for radiotherapy treatment.

"In addition to our radiotherapy efforts, 12,628 patients have undergone chemotherapy treatment at KPJ Sabah," said its General Manager Mohd Faizal Mohamed.

"Overall, we have successfully treated 30,422 cancer patients so far," said Mohamad Faizal.

10 October 2024, Utusan Malaysia

The launch of Pink Etiqa in conjunction with the Breast Cancer Awareness Month



Utusan Malaysia

Kanser payudara wanita 40 tahun semakin membimbangkan



AZLIN Hezri (tiga dari kiri) merasmikan Majlis Pelancaran Pink Etiqa yang turut disaksikan Dr. Vignesvari (kiri) serta Siti Nita Zuhra (dua dari kanan) di Bandar Baru Nilai, Nilai, Seremban, semalam. - UTUSAN/NUR SHARIEZA ISMAIL

Oleh NUR SHARIEZA ISMAIL 10 Oktober 2024, 6:35 am

SEREMBAN: Kes kanser payudara dalam kalangan wanita berusia 40 tahun semakin membimbangkan dengan 38.9 kes bagi setiap 100,000 populasi wanita.

Menurut Laporan Registri Kanser Kebangsaan Malaysia 2017-2021, sebanyak 50.5 peratus daripada kes kanser payudara telah dikesan pada tahap tiga dan empat.

Timbalan Pengarah (Perubatan) Persatuan Kanser Kebangsaan Malaysia (NCSM), Dr. S. Vignesvari berkata, justeru keadaan itu semakin membimbangkan berikutan trend penghidap kanser payudara juga sudah berubah.

Malah katanya, turut membimbangkan apabila lebih ramai wanita bermula usia 40 tahun didiagnosis menghidap kanser berbanding pada usia 65 tahun sebelum ini.

"Namun, kita tidak boleh berputus asa, pengesanan awal melalui mamogram adalah kunci kepada peningkatan kadar kemandirian pesakit kanser payudara," katanya kepada pemberita pada Majlis Pelancaran Pink Etiqa di Bandar Baru Nilai, Nilai di sini, semalam.

Majlis berkenaan dirasmikan oleh isteri kepada Menteri Kesihatan, Datin Seri Azlin Hezri dan turut hadir, Timbalan Ketua Pegawai Eksekutif Etiqa International Holdings Sdn. Bhd, Siti Nita Zuhra Mohd Nazri.

Vignesvari sementara itu berkata, inisiatif Pink Etiqa merupakan program membantu wanita kurang berkemampuan untuk mendapatkan saringan mamogram secara percuma.

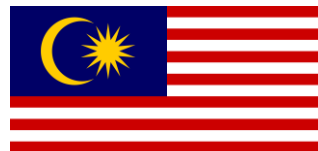
"Pink Etiqa akan mengunjungi enam lokasi utama di seluruh negara untuk memastikan wanita dari komuniti kurang berkemampuan dan berpendapatan rendah dapat mengakses saringan mamogram dan mendapat pendedahan maklumat mengenai kanser payudara.

"Jelajah ini akan memberi tumpuan kepada wanita yang berusia 40 tahun ke atas kerana pengesanan awal secara signifikan meningkatkan kadar kelangsungan hidup," kata beliau.

Katanya lagi, sejak tahun 2017, program mamogram percuma anjuran NCSM dan Etiqa telah berjaya menyediakan saringan kepada 27,500 wanita di seluruh negara. - UTUSAN

October 2024

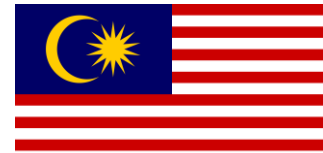
Etiqa Mentions - Malaysia



Date	Headline	Media Outlet	URL Link
30-Oct-2024 08:38PM	Etiqa sees steady demand for medical and health insurance despite co-payment concerns	I3 Investor	https://klse.i3investor.com/web/blog/detail/savemalaysia/2024-10-30-story-h472875860-Etiqa_sees_steady_demand_for_medical_and_health_insurance_despite_co_pay
28-Oct-2024 06:29PM	Etiqa sees steady demand for medical and health insurance despite co-payment concerns	News KLSE Screener	https://www.klsescreener.com/v2/news/view/1417353/Etiqa_sees_steady_demand_for_medical_and_health_insurance_despite_co_payment_concerns
19-Oct-2024 09:30AM	The Star - No more free ride for the rich	The Star	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202410/20241019/news-968308-20241019-2325-1729299754662.pdf
13-Oct-2024 03:37PM	Free mammogram screening for underprivileged women	Newswav	https://newswav.com/article/free-mammogram-screening-for-underprivileged-women-A2410_J2tRN3
13-Oct-2024 03:34PM	Free mammogram screening for underprivileged women	Daily Express	https://www.dailyexpress.com.my/news/243771/free-mammogram-screening-for-underprivileged-women/
10-Oct-2024 09:02PM	Utusan Malaysia - Kanser payudara wanita berusia 40 tahun semakin membimbangkan	Utusan Malaysia	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202410/20241010/news-960232-20241010-2325-1728564159638.pdf
09-Oct-2024 05:14PM	'Pesakit kanser payudara perlu bangkit lawan perasaan sedih'	Utusan Malaysia	https://www.utusan.com.my/berita/2024/10/pesakit-kanser-payudara-perlu-bangkit-lawan-perasaan-sedih/
09-Oct-2024 02:04PM	Lebih ramai wanita bermula usia 40 tahun hidap kanser payudara	Utusan Malaysia	https://www.utusan.com.my/berita/2024/10/lebih-ramai-wanita-bermula-usia-40-tahun-hidap-kanser-payudara/
27-Oct-2024 11:29AM	Kurang sokongan sosial punca utama wanita elak mamogram	Malaysia Gazette	https://malaysiagazette.com/2024/10/27/kurang-sokongan-sosial-punca-utama-wanita-elak-mamogram/
26-Oct-2024 08:15AM	Sin Chew Daily - 提供免费乳房X光检查 Offer free mammograms	Sin Chew Daily - Happy Sunday / 星洲日报 快乐星期天	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202410/20241026/news-975480-20241026-2325-1729899138456.pdf
25-Oct-2024 05:59PM	"Pink Etiqa"乳癌筛查计划 今年放眼筛查6000女性	China Press / 中国报	https://mk.chinapress.com.my/20241025/pink-etiqua%e4%b9%b3%e7%99%8c%e7%ad%9b%e6%9f%a5%e8%ae%a1%e5%88%92-%e4%bb%8a%e5%b9%b4%e6%94%be%e7%9c%bc%e7%ad%9b%e6%9f%a56000%e5%a5%b3%e6%80%a7/
25-Oct-2024 03:53PM	"Pink Etiqa"来到班台医院 提供免费乳房X光检查 - 地方	Sin Chew Daily - Happy Sunday / 星洲日报 快乐星期天	https://melaka.sinchew.com.my/?p=6024223
23-Oct-2024 08:24AM	Sin Chew Daily - 提供免费乳癌检查 Provide free breast cancer screening	Etiqa Malaysia Print News	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202410/20241023/news-971835-20241023-2325-1729637541292.pdf

October 2024

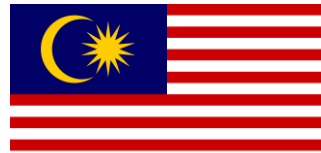
Etiqua Mentions - Malaysia



Date	Headline	Media Outlet	URL Link
22-Oct-2024 04:54PM	乳腺癌威胁大马女性健康 50岁以上者 每2年1次X光检查	China Press / 中国 报	https://perak.chinapress.com.my/20241022/%e4%b9%b3%e8%85%ba%e7%99%8c%e5%a8%81%e8%83%81%e5%a4%a7%e9%a9%ac%e5%a5%b3%e6%80%a7%e5%81%a5%e5%ba%b7-50%e5%b2%81%e4%bb%a5%e4%b8%8a%e8%80%85-%e6%af%8f2%e5%b9%b41%e6%ac%a1x%e5%85%89%e6%a3%80%e6%9f%a5/
22-Oct-2024 08:18AM	The Star - Late breast cancer detection a major concern in T'ganu	The Star	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202410/20241022/news-970793-20241022-2325-1729549963112.pdf
28-Oct-2024 11:24PM	Etiqua Now Makes It Easy For You To Check The Flood Risk In An Area	TheCekodok	http://www.thecekodok.com/2024/10/etiqua-now-makes-it-easy-for-you-to.html
28-Oct-2024 03:16PM	Etiqua Kini Memudahkan Anda Semak Risiko Banjir Di Sesuatu Kawasan	Lumi News	https://luminews.my/news/2633816
28-Oct-2024 03:16PM	Etiqua Kini Memudahkan Anda Semak Risiko Banjir Di Sesuatu Kawasan	Newswav	https://newswav.com/article/etiqua-kini-memudahkan-anda-semak-risiko-banjir-di-sesuatu-kawasan-A2410_7gdGyo
28-Oct-2024 07:49AM	The Edge - Bits + Bytes	Etiqua Malaysia Print News	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202410/20241028/news-977135-20241028-2325-1730067911300.pdf
23-Oct-2024 07:16AM	Etiqua app and website provides flood alerts for motorists	mota auto	https://www.motaauto.com/etiqua-app-and-website-provides-flood-alerts-for-motorists/
23-Oct-2024 07:03PM	Etiqua launches flood alerts and flood management tools	Nestia	https://news.nestia.com/detail/Etiqua-launches-flood-alerts-and-flood-management-tools/12996922
21-Oct-2024 08:33AM	Asia Times - 吸引40小学生参与Attract 40 primary school students to participate	Etiqua Malaysia Print News	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202410/20241021/news-970273-20241021-2325-1729469573734.pdf
20-Oct-2024 08:57PM	Etiqua Offshore Insurance Lancar Program Penanaman Pokok Bakau Promosi Kelestarian	BERNAMA	https://bernama.com/bm/am/news.php?id=2354336
20-Oct-2024 06:39PM	Etiqua Offshore Insurance Launches Mangrove Planting Programme To Promote Sustainability	BERNAMA	https://www.bernama.com/en/general/news.php?id=2354278
16-Oct-2024 09:47AM	Kosmo - Fasa seterusnya pensijilan halal	Kosmo	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202410/20241016/news-965701-20241016-2325-1729042337429.pdf
16-Oct-2024 09:33AM	AlHijrah - Pensijilan halal: Tingkatkan sistem kewangan Islam dan perlindungan takaful	AlHijrah	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202410/20241015/AHJM2000-20241015-01.mp4
15-Oct-2024 02:13PM	Kewangan Islam, takaful fasa seterusnya pembangunan pensijilan halal	Utusan Malaysia	https://www.utusan.com.my/berita/2024/10/kewangan-islam-takaful-fasa-seterusnya-pembangunan-pensijilan-halal/

October 2024

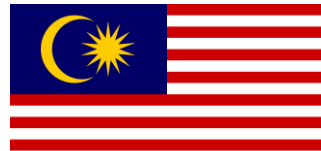
Etiqa Mentions - Malaysia



Date	Headline	Media Outlet	URL Link
15-Oct-2024 01:25PM	Kerajaan Komited Bantu Mudahkan Usahawan Dapat Sijil Halal - Zulkifli	BERNAMA	https://bernama.com/bm/news.php?id=2351806
09-Oct-2024 08:05AM	Banking on creating positive change	The Star Online	https://www.thestar.com.my/metro/metro-news/2024/10/09/banking-on-creating-positive-change
07-Oct-2024 06:51AM	The Edge - Maybank making good headway towards key targets despite challenges; Overseas units need to step up for group to do better	The Edge Malaysia	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202410/20241007/news-956109-20241007-2325-1728252732664.pdf
17-Oct-2024 03:00PM	Cover Story 2: Maybank making good headway towards key targets despite challenges	The Edge Malaysia	https://theedgemalaysia.com/node/729370
17-Oct-2024 03:00PM	Cover Story 2: Maybank making good headway towards key targets despite challenges	News KLSE Screener	https://www.klsescreener.com/v2/news/view/1409851/Cover_Story_2_Maybank_making_good_headway_towards_key_targets_despite_challenges
28-Oct-2024 07:54PM	Aktiviti potong pokok punca operasi tren KTM, ETS terjejas pada Jumaat	theSun	https://thesun.my/cerita/berita/aktiviti-potong-pokok-punca-operasi-tren-ktm-ets-terjejas-pada-jumaat-GA13207463
28-Oct-2024 07:39PM	Tree-cutting activity caused disruption to KTM, ETS train services	New Straits Times	https://www.nst.com.my/news/nation/2024/10/1126756/tree-cutting-activity-caused-disruption-ktm-ets-train-services
28-Oct-2024 07:37PM	ETS, Komuter services disrupted by third-party tree-cutting near track, says KTMB	I3 Investor	https://klse.i3investor.com/web/blog/detail/savemalaysia/2024-10-28-story-h472816132-ETS_Komuter_services_disrupted_by_third_party_tree_cutting_near_track_says
28-Oct-2024 07:17PM	上周电动火车班次延误导因砍树导致列车电缆断裂	China Press / 中国报	https://kl.chinapress.com.my/20241028/%e4%b8%8a%e5%91%a8%e7%94%b5%e5%8a%a8%e7%81%ab%e8%bd%a6%e7%8f%ad%e6%ac%a1%e5%bb%b6%e8%af%af%e5%af%bc%e5%9b%a0-%e7%a0%8d%e6%a0%91%e5%af%bc%e8%87%b4%e5%88%97%e8%bd%a6%e7%94%b5%e7%bc%86%e6%96%ad%e8%a3%82/
28-Oct-2024 07:10PM	Tree-cutting activity caused major disruption to KTM, ETS train services on Friday	Malay Mail	https://www.malaymail.com/news/malaysia/2024/10/28/tree-cutting-activity-caused-major-disruption-to-ktm-ets-train-services-on-friday/155133
28-Oct-2024 06:47PM	Aktiviti Potong Pokok Punca Operasi Tren KTM, ETS Terjejas Pada Jumaat	BERNAMA	https://bernama.com/bm/news.php?id=2357282
28-Oct-2024 06:46PM	Tree-Cutting Activity Caused Disruption To KTM, ETS Train Services On Friday	BERNAMA	https://www.bernama.com/en/general/news.php?id=2357283
28-Oct-2024 06:34PM	Aktiviti potong pokok punca operasi tren KTM, ETS terjejas pada Jumaat	Harian Metro	https://www.hmetro.com.my/mutakhir/2024/10/1149249/aktiviti-potong-pokok-punca-operasi-tren-ktm-ets-terjejas-pada-jumaat

October 2024

Etiqua Mentions - Malaysia



Date	Headline	Media Outlet	URL Link
28-Oct-2024 06:27PM	Tree-cutting activity caused disruption to KTM, ETS train services on Friday	theSun	https://thesun.my/malaysia-news/tree-cutting-activity-caused-disruption-to-ktm-ets-train-services-on-friday-GA13207212
28-Oct-2024 06:22PM	Aktiviti potong pokok punca operasi tren KTM, ETS terjejas pada Jumaat	Astro AWANI - Buletin Awani	https://www.astroawani.com/berita-malaysia/aktiviti-potong-pokok-punca-operasi-tren-ktm-ets-terjejas-pada-jumaat-493837
28-Oct-2024 06:14PM	ETS, Komuter services disrupted by third-party tree-cutting near track, says KTMB	The Star Online	https://www.thestar.com.my/news/nation/2024/10/28/ets-komuter-services-disrupted-by-third-party-tree-cutting-near-track-says-ktmb
29-Oct-2024 06:01AM	Tree-cutting activity caused major disruption to KTM, ETS train services on Friday	Nestia	https://news.nestia.com/detail/Tree-cutting-activity-caused-major-disruption-to-KTM%2C-ETS-train-services-on-Friday/13009731
23-Oct-2024 12:25PM	URWAH, Etiqa Takaful Provide Aid To Kedah Flood Victims	BERNAMA	https://www.bernama.com/en/general/news.php?id=2355287
23-Oct-2024 11:26AM	URWAH, Etiqa Takaful Jayakan Program Bantuan Banjir Di Kedah	BERNAMA	https://bernama.com/bm/am/news.php?id=2355263
22-Oct-2024 05:15PM	Maybank Championship 2024: Asean festival of culture, community and impact	The Star Online	https://www.thestar.com.my/aseanplus/aseanplus-news/2024/10/22/maybank-championship-2024-asean-festival-of-culture-community-and-impact
17-Oct-2024 03:44PM	Maybank Championship 2024: ASEAN festival of culture, community and impact	theSun	https://thesun.my/sport/maybank-championship-2024-asean-festival-of-culture-community-and-impact-GH13149197
17-Oct-2024 11:07AM	Maybank Championship 2024:ASEAN Festival of Culture, Community and Impact	RED tomato / 红番茄	https://www.redtomato.com.my/video/36534.html
20-Oct-2024 01:09PM	UMT jadi Universiti pelaksana Program WIFIdx Pertama di Malaysia	Berita Parti Islam Se Malaysia (PAS)	https://berita.pas.org.my/umt-jadi-universiti-pelaksana-program-wifidx-pertama-di-malaysia/
19-Oct-2024 06:31PM	UMT Jadi Universiti Pelaksana Program WIFIdx Pertama di Malaysia	TRDI News	https://www.trdi.my/umt-jadi-universiti-pelaksana-program-wifidx-pertama-di-malaysia



EXCLUSIVE IN FOCUS

INSURANCE | OLIVIA TIRONA, SINGAPORE

© PUBLISHED: 25 DAYS AGO | 418 VIEW S



Javaning from Envato

Etiqua set for growth after being named HDB fire insurer in Singapore

The company is banking on the city-state's 1.11 million flats to boost fire insurance sales.

Etiqua Insurance expects revenues from the residential fire segment to increase by as much as 20% after it was appointed as the official insurer of Singapore's Housing Development Board (HDB).

The unit of the Kuala Lumpur-headquartered insurer is banking on the existing 1.11 million HDB flats and a state plan to build 100,000 more until 2025 to boost growth in the coming years. Last year, Etiqua Insurance Singapore's revenue from fire insurance jumped 40.9% year on year to \$2.1m (RM9m).

"The strategic launch of new flats makes the potential for take-up in the next five years very promising," **Jazzreal Wong**, head of Direct Business at [Etiqua Insurance Singapore](#), told Insurance Asia.

Last year, HDB flats – housing estates built and managed by the Singapore government that are usually cheaper than condos – increased 1.7% to 1.11 million from a year earlier, the fastest since 3.4% in 2018.

"We are expecting between 10% and 20% growth for the entire residential fire class, including that of the HDB fire insurance scheme," Wong said.

Join Insurance Asia community

Your e-mail address

Sign up

Starting 16 August 2024, Etiqua will provide basic fire insurance coverage to newly sold HDB flats, charging premiums for a five-year term at \$0.85 (S\$1.11) to \$5.11 (S\$6.68), depending on the flat type. Existing HDB flat owners will be covered by their fire insurance policies until these expire.

The plan only covers the cost of reinstating damaged internal structures and fixtures, as well as areas built and provided by HDB.

Residential fire incidents in Singapore rose 3.7% year on year to 970 last year, according to data from the Civil Defense Force. Most of the fires were caused by unattended cooking and electrical problems, Wong said.

Fires caused by battery-powered e-bikes have also been increasing since 2022, she said. "For a relatively smaller country like Singapore, the residential fire risk is a lot more common than we think," she added.

The fire insurance market in Singapore is highly competitive, with about 61 general insurers offering similar products. Wong said the company's "competitive rates, digital capabilities, and service commitment" set them apart.

Etiqua's home insurance, which can be added to the fire insurance plan, has earned high consumer ratings.

Still, Wong said there are challenges, including the lack of understanding about fire insurance. The company's website details the differences between its fire insurance policies and the broader home insurance market.

Etiqua, a member of the Maybank Group, has also beefed up its customer service to help clients understand technical insurance terms before and after they buy a policy, she added.

October 2024

Etiqa Mentions - Singapore



Date	Headline	Media Outlet	URL Link
09-Oct-2024 12:17PM	Luxury brand Barbour launches first-ever mobile game	MARKETING-INTERACTIVE	https://www.marketing-interactive.com/barbour-first-ever-mobile-game
09-Oct-2024 12:34PM	Luxury brand Barbour launches first-ever mobile game	Trend Slink	https://trend.slink.ph/luxury-brand-barbour-launches-first-ever-mobile-game/
07-Oct-2024 11:40AM	What do the MoneySense Survey and Allianz Global Research say about the majority of Singaporeans' retirement and wealth planning?	Advice by MoneyOwl	https://www.moneyowl.com.sg/articles/moneysense-survey-and-allianz-global-research/
04-Oct-2024 04:00AM	Millennials want to retire by 60, but are they making the right money moves to get there?	The Straits Times	https://www.straitstimes.com/singapore/millennials-want-to-retire-by-60-but-are-they-making-the-right-money-moves-to-get-there
04-Oct-2024 04:00AM	Millennials want to retire by 60, but are they making the right money moves to get there?	Red Hot Singapore	https://www.redhot.sg/millennials-want-to-retire-by-60-but-are-they-making-the-right-money-moves-to-get-there-458648.html
22-Oct-2024 11:17AM	Younger Singaporeans Eye Early Retirement	The Active Age	https://activeage.co/younger-singaporeans-eye-early-retirement/
02-Oct-2024 11:09AM	Travelling To Japan In 2024 - What To Do When There's A Natural Disaster & Important Apps To Download Beforehand	The Smart Local	https://thesmartlocal.com/read/japan-safety-guide/

17 October 2024, Insurance Asia

Etiqa Commentary – Why Philippine Banks, Insurers embrace hyper-personalized services



Why Philippine banks, insurers embrace hyper-personalized services

Industry experts push for the rapid progress of unified customer data as a starting point.

Banks and insurance companies in the Philippines are prioritising hyper-personalised, data-driven services by unifying customer data, automating processes, and maintaining deep personal relationships, amidst rapid change in customer expectations.

Moderated by Alvin Dave Pusing, director, Financial Services and Risk Consulting at PwC, the *Asian Banking & Finance* and *Insurance Asia* Summit bagged 286 attendees, last 1 October at the Makati Shangri-La, Philippines, featuring leaders from the Philippines' banking and insurance industries who shared insights into their ongoing customer-centric transformations.

"At BPI, we don't just aim for customer-centricity—we strive for customer obsession," stated **Maria Cristina L. Go**, head of Consumer Banking at the Bank of the Philippine Islands (BPI).

"Being obsessed means knowing what our customers need even before they do," she elaborated, highlighting the challenge of leveraging data and technology to not only meet but exceed customer expectations.

Similarly, **Tricia Tan**, chief marketing officer at Security Bank told the importance of "placing the customer at the heart" of every organisational decision.

"We want to be the most customer-centric bank in the Philippines, at least for the customers that we serve," she said. This vision is driving banks and insurance companies to rethink their processes, from marketing to product design, with personalization as a cornerstone.

Data: The backbone of personalisation

Personalisation at scale remains a top priority for financial institutions, and the key to achieving this lies in data. "Unified customer data is the starting point," said Tan.

Without it, identifying customer preferences or offering tailored services becomes a daunting task. The challenge, she explained, is in unifying data across various channels—whether through apps, websites, or branches—so that companies can develop a seamless customer journey.

BPI has applied this approach by integrating a 360-degree customer view, which allows the bank to continuously refine its customer insights.

"We've had a 360-degree view of our customers for a long time, which helps us understand not just their demographic data, but also transactional data," Maria Cristina explained. By mining this wealth of information, BPI is able to offer targeted marketing, pre-qualify clients for products, and even predict customer behaviours such as potential churn.

The human element

However, it's not just about data and technology. The human element remains crucial in building relationships, especially in institutional banking.

Carlo Nazareno, head of Cash Management Services, BDO, the head of cash management, noted that whilst consumer banking often leans heavily on data and trends, institutional banking relies on deeper, more personal relationships.

"You need to understand not only the institution but the decision-makers within it. Decisions often come down to one or two key individuals," he pointed out.

Building trust with these decision-makers, Nazareno added, is critical for success. This is especially true when working with smaller enterprises or first-generation startups that may lack experience in streamlining financial operations.

"Understanding where the client is in their treasury transformation journey allows us to tailor solutions to their specific needs," he said. By starting small—perhaps with something as simple as a chequebook or online banking—and progressively scaling up, banks can grow alongside their clients.

Technology, of course, is the enabler that makes personalization at scale possible. The panellists shared several tools and techniques their organisations employ to understand their customers better.

"We use both qualitative and quantitative research methods," noted Go.

However, she stressed that nothing beats the value of direct customer engagement. "Our frontliners are our ears, hands, and feet on the ground. We immerse ourselves in different areas of the bank to understand what they experience, which helps us prioritise actions for transformation."

Automation is another crucial factor. As Tan explained, to handle large volumes of customers, you need automated processes in place to manage data and personalise interactions effectively.

"Without automation, personalising at scale would be impossible," she said. This includes setting up marketing tools that can create nudges and triggers based on unified customer data, allowing for seamless integration across multiple touchpoints.

For Nazareno, the key challenge in institutional banking is aligning the technology with both global and local standards.

"In institutional banking, our role is to add efficiencies for treasurers and finance teams," he explained. This means implementing solutions that simplify their operations, like adopting global standards such as ISO 2022 whilst ensuring the technology is adaptable to local regulations.

"Even with standardised file formats like PESONet and InstaPay, the data transmitted isn't always consistent across banks. Industry collaboration is needed to standardise this data," he added.

Experimentation and innovation

The panellists also emphasised the importance of experimentation. **Isabela Rae Ver-Bibal**, head for Client Experience at Sun Life Philippines noted that their team is working on "insights activation programs" where multidisciplinary teams co-design products and services with clients, based on real-time feedback.

"It's about building the muscle to ask the right questions and having the tools to experiment and fail fast," she said. This iterative process of trial and error helps the company innovate and adapt quickly to meet customer needs.

Noel Tordesillas, head of E-Channel, Business Channels at Etiqa shared an example of how digital metrics, such as website bounce rates, have been instrumental in improving customer interactions.

"We noticed a high drop-off rate at the page asking for the VIN number during car insurance applications, so we added a 'save for later' option," he said. This simple change allowed customers to return to their applications at a more convenient time, reducing frustration and improving the overall user experience.

Outlook

Customer-centricity is no longer just a strategy—it's a necessity for survival in the competitive financial services landscape, the panellists overall coined.

Whether through leveraging data, fostering deeper relationships, or embracing technology, banks and insurers are working to create more personalised, seamless, and efficient customer experiences.

"In the end, it's about understanding the client's position in their business and offering solutions that fit their unique needs," added Nazareno.

Join Insurance Asia community

Your e-mail address

Sign up

October 2024

Etiqa mentions - Philippines



Date	Headline	Media Outlet	URL Link
14-Oct-2024 05:23PM	Why Philippine banks, insurers embrace hyper-personalized services	Insurance Asia	https://insuranceasia.com/insurance/event-news/why-philippine-banks-insurers-embrace-hyper-personalized-services
14-Oct-2024 04:46PM	Why Philippine banks, insurers embrace hyper-personalized services	Asian Banking & Finance	https://asianbankingandfinance.net/insurance/event-news/why-philippine-banks-insurers-embrace-hyper-personalized-services
28-Oct-2024 11:06AM	Why Takaful is the next best thing to happen in PH's insurance industry	Philippine Daily Inquirer	https://business.inquirer.net/487040/why-takaful-is-the-next-best-thing-to-happen-in-phs-insurance-industry
28-Oct-2024 06:12AM	Why Takaful is the Next Best Thing to Happen in PH's Insurance Industry	BusinessWeek Mindanao Online	https://businessweekmindanao.com/why-takaful-is-the-next-best-thing-to-happen-in-phs-insurance-industry/
28-Oct-2024 06:10AM	Why Takaful is the Next Best Thing to Happen in PH's Insurance Industry	Mindanao Daily News	https://mindanaodailynews.com/why-takaful-is-the-next-best-thing-to-happen-in-phs-insurance-industry/
27-Oct-2024 08:34PM	Why Takaful is the next big thing to happen in PH's insurance industry	Tech and Lifestyle Journal	http://techandlifestylejournal.com/takaful-insurance-etiqua-launch-ph/
26-Oct-2024 07:51PM	Bakit ang Takaful ang susunod na pinakamagandang mangyayari sa industriya ng insurance ng PH	Philippines Times	https://philippines-times.com/bakit-ang-takaful-ang-susunod-na-pinakamagandang-mangyayari-sa-industriya-ng-insurance-ng-ph/
26-Oct-2024 04:53PM	Why Takaful is next best thing to happen in PH's insurance industry	The Sun.Star	https://www.sunstar.com.ph/davao/feature/why-takaful-is-next-best-thing-to-happen-in-phs-insurance-industry
26-Oct-2024 01:45PM	Why Takaful is the Next Best Thing to Happen in PH's Insurance Industry	Tech Patrol	https://www.techpatrol.com/takaful-insurance-philippines/
26-Oct-2024 08:38AM	Why Takaful is the next best thing to happen in PHL's insurance industry	Head Topics	https://headtopics.com/ph/why-takaful-is-the-next-best-thing-to-happen-in-phl-s-60882290
26-Oct-2024 07:04AM	Why Takaful is the next best thing to happen in PHL's insurance industry	BusinessMirror	https://businessmirror.com.ph/2024/10/26/why-takaful-is-the-next-best-thing-to-happen-in-phl-s-insurance-industry/
25-Oct-2024 10:38PM	Etiqa Philippines Introduces Takaful Insurance, Soon to be Available at Cebuana Lhuillier	Bob Reyes Online - A Pinoy Technologist's Blog	https://www.bobreyes.com/etiqua-philippines-introduces-takaful-insurance-soon-to-be-available-at-cebuana-lhuillier/
23-Oct-2024 09:15AM	Cebuana Lhuillier Insurance Brokers hosts grand Partners' Day	The Philippine Star	https://www.philstar.com/business/business-as-usual/2024/10/23/2393504/cebuana-lhuillier-insurance-brokers-hosts-grand-partners-day
17-Oct-2024 08:05PM	Cebuana Lhuillier insurance brokers hosts Grand Partners' Day event: A rally towards financial security for all Filipinos	Bilyonaryo	https://bilyonaryo.com/2024/10/17/cebuana-lhuillier-insurance-brokers-hosts-grand-partners-day-event-a-rally-towards-financial-security-for-all-filipinos/brand-news/
17-Oct-2024 10:47AM	Cebuana Lhuillier Insurance Brokers hosts Grand Partners' Day Event	Philippine Daily Inquirer	https://business.inquirer.net/485170/cebuana-lhuillier-insurance-brokers-hosts-grand-partners-day-event