



Etiqua's Media Clippings of November 2025 **(1 – 30 November 2025)**



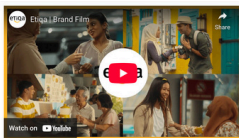
Etika spotlights everyday Malaysian kindness in new brand film

Published
28 November 2025
Author
Lee Shin Yling

Share On [Twitter](#) / [Facebook](#) / [LinkedIn](#) / ...

Etika has launched a new brand campaign that pays tribute to the everyday acts of kindness that shape Malaysian life, using a film anchored in quiet moments of care, trust, and community. Titled "Born here with you. Always here for you", the campaign aims to strengthen Etika's presence as a people-first insurance and takaful provider by focusing on the connections that bind Malaysians to one another.

The brand film serves as the core of a wider branding initiative designed to reaffirm Etika's role as a supportive, community-centric insurer. Rather than spotlighting policies or features, the campaign uses grounded, relatable storytelling to emphasise what Etika says is its long-standing promise: to stand beside individuals, families, and communities wherever they call home.



The film brings together small but impactful moments many Malaysians will recognise. This includes a kopitiam owner telling customers to eat first and pay later, a passerby offering RM1 to someone stuck at a parking machine, and a vendor ushering strangers under his stall's umbrella as sudden rain hits the night market. These scenes represent everyday kindness that often goes unspoken but remains deeply embedded in local culture.

According to Etika, these gestures mirror the way the brand wants to show up for Malaysians. And that is consistently, quietly, and meaningfully. The portrayal of these moments is intended to underline how trust is built not only through grand commitments but through dependable acts of care. This reflects the broader message Etika hopes to reinforce: that protection and support should feed personal, human, and rooted in the realities people live every day.

"At its heart, the film celebrates what binds us together," said Michelle Wee, head of brand and communications at Etika. "The quiet kindness and everyday gestures that make our communities strong. This campaign is our way of honouring the spirit of Malaysia and reaffirming our promise to always be here for the people we serve. It is a reminder that Etika isn't just present in times of need, we are part of the everyday moments that shape people's lives."

The brand film is now available on Etika's YouTube and Facebook pages, with shorter promotional cuts appearing across selected digital out-of-home (DOOH) placements nationwide. According to the company, this rollout forms part of its ongoing efforts to deepen emotional connection and foster long-term loyalty by focusing on human experiences rather than transactional messaging.

Etika produced the campaign without a creative agency, instead working directly with Imaginisers Film on the story, concept, and production, while Invictus Blue handled media placement.

Throughout the year, the insurance arm of Maybank has been consistent with the rollout of its marketing campaigns. Recently, it ran its "Click, pick, protect" campaign, highlighting how Etika has you covered for your travel or car insurance needs. Two months prior, the brand also released its "Motor takaful" and "Play on" video series.

Its Raya 2025 film "Raya young Arif" (A play on 'yang arif', a title of respect for a judge) captured hearts, amassing more than 13 million views. Told through the eyes of young Arif, the story follows his cheeky observations about how his family avoids chores, pretends to help, or acts busy. His lighthearted commentary is eventually interrupted when his father steps in to gently correct him, helping Arif see his family with more empathy and appreciation.



Daily Express

INDEPENDENT NATIONAL NEWSPAPER OF EAST MALAYSIA
Established since 1963

Reliable clean water finally for 300 Mengkabong folks

Clarence Dol

TUARAN: More than 300 residents of Kg Lentueng, Tuaran are now enjoying continuous supply of clean water with the completion of the Etiga Clean Water Project, a Corporate Social Responsibility (CSR) initiative of Etiga in collaboration with Islamic Aid Malaysia (IAM).

Kampung Lentueng is inhabited by more than 50 families living in houses on the water along the mangrove shores of Teluk Mengkabong, which stretches for about 2.4 kilometres.

The opening and handover ceremony of the Clean Water Programme was officiated by Chief Executive Officer of Etiga Family Takaful Berhad, Zafri Ab Halim and President of Islamic Aid Malaysia, Zawahir Abdullah.

The ceremony was held at the Kg Lentueng Community Surau, Tuaran, and was also enlivened by the presence of villagers.

Previously, the residents of Kg Lentueng relied on untreated hill water sources as their main supply due to the lack of a water pipe network.

During the dry season, the small size of the water catchment and low water pressure caused the water to become



Zafri, Zawahir and others pose for a photo at the Etiga Clean Water Project in Tuaran

turbid and only suitable for bathing and washing clothes.

This situation also affects the income of the residents, especially fishermen who need clean water for daily use and commercial activities.

To improve the living standards of the residents, Etiga fully funded the construction and upgrading of this clean water infrastructure project, which is being implemented together with Islamic Aid Malaysia.

This project includes upgrading two existing tanks to store water from nearby hills and improving the pipeline system from the tanks to the houses,

including the installation of 47 units of electric water pumps.

It also involved the construction of a new Pump House complete with two 2,000 gallon storage tanks and a synthetic membrane water filtration system.

Water from the catchment source is gravity fed to the pump house, treated first, then stored in tanks before being pumped to the residents' homes using electric pumps.

In addition to meeting the daily needs of the residents, this clean water supply also supports the operations of the village Surau, the Sabah State Fisheries Department Office, and local aquaculture activities.

The project is also implemented in the spirit of gotong royong with IAM volunteers and villagers.

Etiga also donated school supplies to 200 underprivileged students from around Tuaran under the Etiga Corporate Zakat Responsibility Program.

The distribution ceremony took place at the An-Nur Mosque, Tuaran, where each student received two sets of school uniforms, a school bag, prayer mat, and two pairs of shoes and socks.

8 November 2025,
Etika Takaful aided 1,600 B40 students in Lundu, Sarawak
through the 'Back to School 2026' Project



THE BORNEO POST

NGO kicks off Back to School 2026 outreach in Lundu

By Ghaz Ghazali

LUNDU: Non-governmental organisation (NGO) Islamic Aid Malaysia (IAM) and its humanitarian partner Etika Takaful held the first leg of their 'Back to School 2026' programme at SK Bumiputera here, yesterday.

According to IAM president Zawahir Abdullah, the annual education outreach serves to fulfil the corporate 'zakat' (tithe) obligation of Etika Takaful, meant for underprivileged schoolchildren in the selected locations.

"Specifically, we launch our 'Back to School 2026' outreach in Sarawak, which is the first location, and will later proceed to Selangor, Pahang, Kedah, Perak, Johor, Kelantan and Sabah.

"This programme is meant to benefit 1,600 primary school pupils as they prepare for the 2026 school session," he said when met at the event, which was also attended by Etika Insurans & Takaful Sarawak region director Sylvester Ng, Masjid Pehin Sri Haji Adenan Satem Lundu committee chairman Jamsari Ahmad, as well as respective handmistresses of SK Bumiputera and SK Lebel Mentali, Ismatwati Madel and Suhailah Sahar.

For this Lundu edition, it listed 200 pupils from underprivileged households studying at SK Bumiputera and SK Lebel Mentali.

Each received two sets of school uniform, a school bag complete with stationery supplies, a 'sejadah' (prayer mat), and two pairs of school shoes complete with socks.

"The measurements had been taken earlier by some of



(From left) Jamsari in a discussion with Ng, as Zawahir looks on, prior to the presentation of the food packs at the mosque.

the teachers from both primary schools, to ensure smoothness in distribution," said Zawahir.

Later, the IAM and Etika volunteers proceeded to the Masjid Pehin Sri Haji Adenan Satem Lundu for the accompanying 'Jejak Prihatin' programme.

Under this community outreach, Etika Takaful, as IAM's humanity partner, distributed food packs to 250 B40 (low-income) families in Lundu District.

Each pack contained essential foodstuff such as rice, sugar, flour, milk, cooking oil, canned sardines and biscuits, in addition to RM50 cash aid.

"The recipients comprise those from poor households including single mothers, senior citizens without caretakers and individuals with special needs," said Zawahir.

In his remarks, Ng said Etika had arranged several welfare programmes for this year under its Syariah Unit, with the ones jointly run with IAM among them.

"Etika Takaful's aid to the IAM is a part of our annual 'zakat' (tithe) contributions channelled directly to certified welfare and charity institutions, under our corporate zakat responsibility programme.

"Etika has thoroughly and meticulously vetted all these institutions to ensure that the aid must reach the targeted recipients," said Ng.

Adding on, Zawahir highlighted IAM's role as the intermediary for individuals or organisations that wanted to carry out humanitarian and welfare programmes.

"This is our core objective as a non-profit NGO.

"In this regard, we are honoured to be partnering with Etika Takaful in running projects meant to benefit local communities, especially those truly in need of assistance.

"We also hope to engage more corporate groups to emulate the efforts undertaken by Etika Takaful in holding humanitarian programmes together with IAM," said Zawahir.



3 November 2025, Etiqa's Wealth Transfer Survey 2025 finds families in Malaysia and Singapore actively shaping legacy, moving beyond passive inheritance



中國報 CHINA PRESS



新加坡人預期繼承財產 是大馬的7倍

是日常溝通的現實議題。受訪的85%新加坡人認為應公開討論遺產分配事宜，其中年輕族群最為積極。

在大馬，有57%的年輕人主動鼓勵父母及長輩展開「傳承對話」，顯示新一代已開始推動文化轉變。

嘉賓專家家庭價值觀

(吉隆坡4日訊)最新調查顯示，新加坡人預期可繼承的遺產平均總值最高達350萬令吉，而大馬人最多僅50萬令吉。換言之，新加坡人預期可繼承的遺產總值，是大馬人的7倍！

根據11月4日揭曉的Etiqa 2025年財富轉移調查，受訪的新加坡人預期可繼承或將繼承的財富介乎50萬至100萬新元（約175萬至350萬令吉）之間，而大馬人則普遍預期介乎5萬至50萬令吉。

不過，無論金額大小，遺產規劃已日益成為兩地家庭關注的焦點。

在調查中，77%的新加坡人認為傳承財富「十分重要」，而大馬有58%的受訪者（尤以老齡）也持相同觀點。

報告指出，遺產已不再是避諱話題，而

這項調查主要收集了馬新兩地年齡18歲至60歲的受訪者意見。

調查進一步發現，兩國家庭對財富傳承的觀念有著高度相似，包括家庭糾紛、遺產管理不善，以及因財富分配不公而導致家庭的價值觀流失。

同時，兩地家庭也正積極與後代下一代的理財責任與傳承意識，新加坡家庭中，42%已讓子女參與家庭理財討論，41%強調責任與勤奮價值觀，38%已設立信託并制定明確章程。

這些結果反映出，遺產不只是資產分配，更关乎信任、規劃與價值傳承。



TheStar

Legacy planning, wealth transfer being redefined

PETALING JAYA: Legacy planning and the transfer of wealth is becoming increasingly important with Singaporean and Malaysian families, says Etiqa's latest Wealth Transfer Survey 2025.

Etiqa Insurance and Takaful group chief executive officer Kamaludin Ahmad said it's becoming more common among families to not only pass on wealth, but to pass on stability, values and security.

According to Kamaludin, there has been a generational shift in financial planning.

"The study reminds us that legacy is also about the thought and planning behind it. Younger Singaporeans and Malaysians are reshaping how they save and invest. It's no surprise they are now influencing how legacy is discussed and planned," he noted.

According to the findings of the survey, with included residents aged 18 to 60, 77%

of Singaporean respondents affirm the importance of passing on wealth, as did 55% of Malaysian respondents.

Furthermore, 83% of Singaporeans believe it is important to discuss inheritance openly, a shift led by younger respondents, while 57% of Malaysians are actively encouraging their parents and elders to speak candidly about legacy planning.

大馬方面，超過一半（54%）家長優先與財務討論，另有40%則提醒他們接觸為孩子灌輸勤奮與責任感，53%讓子女多專心理財顧問。

Sertailah Kami untuk Mencecah Reach for Great



■遺產不再是禁忌課題，尤其年輕族群最為積極公開討論遺產分配事宜。

國人更青睞房產

在財富轉移方式上，馬新兩地的方式明顯不同。

在新加坡受訪者中，79%選擇現金，72%選擇房地產，但已有近半選擇保險為「傳承工具」。

至于大馬，房地產（76%）仍是主流，其次是保險（56%）與現金（55%）。

這顯示保險正逐步被重新定義，不再只是風險保障，而是跨代財富保全與傳承的制度化工具。

Etiqa保險集團總裁林長中馬爹丁指出：「無論在新加坡還是大馬，家庭不只是想傳承財富，更希望傳承穩定、價值與安全感。」

他也說，公司早前發布的《2世代理財健康調查2024》已顯示，年輕一代正積極儲蓄與投資資金，如今他們進一步影響著遺產與傳承的討論方式。

這顯示整個區域正在經歷一場世代轉型的理財思維變革。

November 2025

Etika Mentions – Malaysia



Date	Headline	Media Outlet	URL Link
28/11/2025	Etika spotlights everyday Malaysian kindness in new brand film	MARKETING-INTERACTIVE	https://www.marketing-interactive.com/etika-spotlights-everyday-malaysian-kindness-in-new-brand-film
28/11/2025	China Press - 提供客户援助Provide customer assistance	China Press / 中国报	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202511/20251127/news-1335070-20251127-2325-1764199939737.pdf
27/11/2025	Malaysian brands rally behind communities affected by the November floods	MARKETING-INTERACTIVE	https://www.marketing-interactive.com/malaysian-brands-rally-behind-communities-affected-by-the-november-floods
27/11/2025	Maybank, RHB sedia bantuan banjir, tawar moratorium dan kelonggaran kewangan	Malaysounds	http://malaysounds.com/info/t-2511261512.html
26/11/2025	Banks, Selangor Govt Announce Financial Relief Measures For Flood-Affected Communities	RinggitPlus	https://ringgitplus.com/en/blog/personal-finance-news/banks-selangor-govt-announce-financial-relief-measures-for-flood-affected-communities.html
26/11/2025	Banks, Selangor Govt Announce Financial Relief Measures For Flood-Affected Communities	Newswav	https://newswav.com/article/banks-selangor-govt-announce-financial-relief-measures-for-flood-affected-c-A2511_SfsdUz
26/11/2025	RHB, Maybank & AmBank Tawar Bantuan Kewangan Kepada Mangsa Banjir!	INTRADAY.my - Media Pasaran Kewangan No. 1 di Malaysia	https://intraday.my/2025/rhb-maybank-ambank-tawar-bantuan-kewangan-kepada-mangsa-banjir/

November 2025 Etika Mentions – Malaysia



Date	Headline	Media Outlet	URL Link
26/11/2025	Maybank Activates Flood Relief Assistance for Customers Affected Across Peninsular Malaysia	Temasek Post	https://www.temasekpost.com/posts/maybank-activates-flood-relief-assistance-for-customers-affected-across-peninsular-malaysia
26/11/2025	泰南大水灾 购买Etika旅游及车险客户 受促申请索赔	China Press / 中国报	https://www.chinapress.com.my/20251126/%e6%b3%b0%e5%bd%97%e5%a4%a7%e5%b0%b4%e7%81%b6%ef%bd%9c%e8%b4%ad%e4%bd%9a%e4%b7%85%e6%b8%b8%e5%b8%ba%e8%b7%e5%b8%97%e4%bd%82%e7%94%b3%e8%ba%9b%7%e7%b4%a2%e8%b5%94
25/11/2025	Local banks offer flood relief assistance to affected customers in Malaysia	The Edge Malaysia	https://theedgemalaysia.com/node/782734
25/11/2025	RHB, Maybank, AmBank tawar moratorium untuk pelanggan terjejas banjir	Harian Metro	https://www.hmetro.com.my/bisnes/2025/11/1292106/rhb-maybank-ambank-tawar-moratorium-untuk-pelanggan-terjejas-banjir
25/11/2025	RHB, Maybank, AmBank tawar moratorium untuk pelanggan terjejas banjir	News KLSE Screener	https://www.klsescreener.com/v2/news/view/1626395/RHB_Maybank_AmBank_tawar_moratorium_untuk_pelanggan_terjejas_banjir
25/11/2025	Maybank activates flood relief aid channels for affected customers in Peninsular Malaysia	New Straits Times	https://www.nst.com.my/news/nation/2025/11/1322715/maybank-activates-flood-relief-aid-channels-affected-customers
25/11/2025	Maybank Tawar Moratorium, Pengecualian Caj Khidmat Terpilih – Buat Mangsa Banjir	Rnggt	https://rnggt.com/202544945/

November 2025 Etiqa Mentions – Malaysia



Date	Headline	Media Outlet	URL Link
25/11/2025	Floods: Banks activate relief aid channels	The Star Online	https://www.thestar.com.my/news/nation/2025/11/25/floods-banks-activate-relief-aid-channels
25/11/2025	Maybank sedia bantuan banjir kepada pelanggan	Utusan Malaysia	https://www.utusan.com.my/ekonomi/2025/11/maybank-sedia-bantuan-banjir-kepada-pelanggan/
25/11/2025	Maybank's net profit up 3.7% to \$1.9b in 9M 2025	Asian Banking & Finance	https://asianbankingandfinance.net/retail-banking/news/maybanks-net-profit-37-19b-in-9m-2025
23/11/2025	Malaysia's haunted waters: Ghost nets are killing our seas – and few are fighting back	New Straits Times	https://www.nst.com.my/lifestyle/sunday-vibes/2025/11/1321017/malaysias-haunted-waters-ghost-nets-are-killing-our-seas-%E2%80%94-and-few-are-fighting-back
21/11/2025	Maybank Q3 profit up 3.3% at RM2.62 billion	The Business Times	https://www.businesstimes.com.sg/companies-markets/maybank-q3-profit-3-3-rm2-62-billion
16/11/2025	Astro Awani - GMC diaktif semula perkukuhkan pengurusan tuntutan perubatan	Astro Awani	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202511/20251115/AWAM1200-20251115-01.mp4
14/11/2025	Generasi Z: Ekonomi Tanpa Arah, Politik Tanpa Malu	DagangNews	https://www.dagangnews.com/index.php/article/kolumnis-terkini/generasi-z-ekonomi-tanpa-arrah-politik-tanpa-malu-60848
10/11/2025	TV1 - Program Kembali Ke Sekolah 2026	TV1	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202511/20251109/TV1M0700-20251109-02.mp4
9/11/2025	Utusan Borneo-Sarawak - Sarawak lokasi pertama program 'Kembali Ke Sekolah 2026' IAM-Etiqa Takaful	Utusan Borneo	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202511/20251109/news-1320008-20251109-2325-1762653144045.pdf

November 2025
Etiga Mentions – Malaysia



Date	Headline	Media Outlet	URL Link
9/11/2025	Utusan Borneo-Sarawak - Sarawak lokasi pertama program 'Kembali Ke Sekolah 2026' IAM-Etiqa Takaful	Borneo Post	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202511/20251109/news-1319735-20251109-2325-1762647780466.pdf
8/11/2025	Borneo Post-Sarawak - NGO kicks off Back to School 2026 outreach in Lundu	Utusan Borneo	https://www.utusanborneo.com.my/2025/11/08/sarawak-lokasi-pertama-program-kembali-ke-sekolah-2026-iam-etika-takaful
8/11/2025	Sarawak lokasi pertama program 'Kembali Ke Sekolah 2026' IAM-Etiqa Takaful	malaysia shafaqna	http://malaysia.shafaqna.com/EN/AL/4153175
8/11/2025	NGO kicks off Back to School 2026 outreach in Lundu	Borneo Post Online	https://www.theborneopost.com/2025/11/08/ngo-kicks-off-back-to-school-2026-outreach-in-lundu/
5/11/2025	China Press - 是大马的7倍It is 7 times that of Malaysia	Etiqa Malaysia Print News	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202511/20251105/news-1314662-20251105-2325-1762300341719.pdf
4/11/2025	新加坡人继承的财产 会是大马多少倍？	News KLSE Screener	https://www.klsecreeper.com/v2/news/view/1614871/%E6%96%B0%E5%B8%A0%E5%9D%A1%E4%B8%BA%E7%B8%9A%E4%B9%BF%E7%A9%B4%E8%B4%A2%E4%BA%A7%E4%BC%9A%E6%98%AF%E5%A4%A7%E9%A9%AC%E5%A4%A9%A%E5%B6%91%E5%B6%BD
4/11/2025	新加坡人继承的财产 会是大马多少倍？	China Press / 中国报	https://www.chinapress.com.my/20251104/%E6%96%B0%E5%B8%A0%E5%9D%A1%E4%B8%BA%E7%B8%9A%E4%B9%BF%E7%A9%B4%E8%B4%A2%E4%BA%A7%E4%BC%9A%E6%98%AF%E5%A4%A7%E9%A9%AC%E5%A4%A9%A%E5%B6%91%E5%B6%BD%E6%9C%91/
3/11/2025	Apa Itu 'Frugal Living'? Gaya Hidup Berjimat Cermat Yang Jadi Pilihan Generasi Sekarang	Lobak Merah	https://lobakmerah.com/apa-itu-frugal-living-gaya-hidup-berjimat-cermat-yang-jadi-pilihan-generasi-sekarang/
3/10/2025	The Star - Legacy planning, wealth transfer being redefined	The Star	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202511/20251103/news-1312823-20251103-2325-1762127568058.pdf

November 2025 Etika Mentions – Malaysia



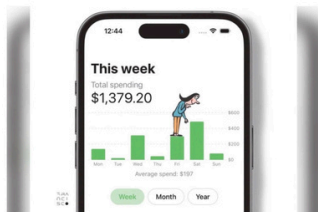
Date	Headline	Media Outlet	URL Link
3/10/2025	Legacy planning, wealth transfer being redefined	The Star Online	https://www.thestar.com.my/business/business-news/2025/11/03/legacy-planning-wealth-transfer-being-redefined
3/10/2025	Legacy planning, wealth transfer being redefined	Nestia	https://news.nestia.com/detail/Legacy-planning%2C-wealth-transfer-being-redefined/13873988
1/10/2025	BFM - Etika Group CEO said that Asean need to move beyond fragmentend sustainability rules	Etika Malaysia Broadcast News	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202510/20251031/BFME1500-20251031-01.mp3



THE STRAITS TIMES

Young and Savvy: I used a money insights app for 3 months – here's what I learnt

[Sign up now](#) Get tips on how to grow your career and money



Getting insights into my spending patterns, rather than simply tracking expenses, proved a fruitful exercise.
ST ILLUSTRATION: MANUEL FRANCO



Sue-Ann Tan

Follow topic: [ST Headstart](#)

Published Nov 09, 2025, 05:00 AM
Updated Nov 11, 2025, 11:56 AM

SINGAPORE – For years, I kept track of my expenses on a simple money app, keying in lunch costs, MRT ticket prices and price tags after shopping, checking how much I managed to save at the end of each month.

But lately, I have been experimenting with the OCBC Money Insights feature within the bank's app, which allows me to set goals, break my expenses down by category, and set budgets for each one.

It even gave me projected savings one year from now if I kept up my spending habits.

Recurring expenses add up

I thought I was doing quite well as I had stopped several streaming subscriptions earlier. Having no Disney Plus, Netflix or any other streaming apps might seem like I had streamlined everything I could.

But I realised I still had many other recurring subscriptions whose costs were adding up over time – Spotify, YouTube Premium, Photoshop, Google Drive cloud storage.

I even had subscriptions I had forgotten I had.

Ms Shirley Tan, chief marketing officer at Etiqa Insurance Singapore, said there comes a time to just “exorcise” the hidden expenses that quietly drain your wallet each month.

Conducting a personal finance audit can help uncover hidden costs such as unused subscriptions, overlapping insurance coverage or unnecessary service fees that may be haunting your budget, she said.

I realised that when I sign up for something new, I account for it once but I do not really track how it affects my budget every month.

More on this topic

[Young & Savvy: Having a savings plan can help you cross life's milestones easier](#)

[Invest microcos: Get more investment and career tips](#)

Ultimately, I think it is not worth scrimping on things that truly bring joy – if it's within budget. For instance, cutting the barely used subscriptions might be a more worthy endeavour than holding yourself back from that bubble tea you really want today.

And if there's a concert that you have waited for or a long-awaited trip with friends, it is no crime to splurge and enjoy it.

While eating “cai fan” will not help you recoup the thousands spent on travel, perhaps cutting down in other ways – like subscriptions – and growing your money through investments might help to balance the books.

The link to the full article is provided in the table on the following page

November 2025

Etiqa Mentions – Singapore



Date	Headline	Media Outlet	URL Link
10/11/2025	Is Your Home Protected? What HDB Fire Insurance and Other Insurance Can Do	Yahoo! Singapore	https://sg.news.yahoo.com/know-hdb-fire-insurance-scheme-071045958.html
9/11/2025	7 Best Home Insurance in Singapore	Home & Decor Singapore	https://www.homeanddecor.com.sg/property/best-home-insurance-singapore?ref=anchorblocka
9/11/2025	Young and Savvy: I used a money insights app for 3 months - here's what I learnt	The Straits Times	https://www.straitstimes.com/business/invest/young-and-savvy-i-used-a-money-insights-app-for-3-months-heres-what-i-learnt
7/11/2025	The Price of Tomorrow: What It Really Costs When It's Your Turn as a Caregiver	RICE	https://www.ricemedia.co/the-price-of-tomorrow-caregiving-hidden-inequalities/



Ready for the Holiday Rush? Here's How to Stay Stress-Free This Season



Resize Text: 16px



Estimated reading time: 2 minutes and 5 seconds

Every Filipino knows that the holidays aren't just a season, they're a homecoming. We brave long lines, heavy traffic, crowded terminals, and sleepless trips just to make it home in time for Noche Buena, Simbang Gabi, or that long-awaited hug from family.

But behind all the joy is the worry we don't always talk about: What if something happens along the way? Here are 5 Filipino holiday moments where a little protection from **Etiqua Philippines** can help keep your journey safe, worry-free, and filled with holiday joy.

- Advertisement -



1. "I just want to get home but my flight keeps getting delayed."

It's heartbreaking when delays threaten precious time with loved ones. Stay ready with **Etiqua Travel Insurance Plan** that provides support for **flight delays and missed connections**, easing unexpected costs so you can focus on getting home, not the setbacks.

2. "All my gifts and clothes are in my bag and it didn't arrive."

Nothing dampens excitement like missing luggage after months of planning surprises for family. **Etiqua Travel Insurance Plan** provides **baggage delay and loss coverage** that helps you recover quickly so your plans and your gifts don't go to waste.



We endure the rush because the destination is worth it, the laughter, the stories, the reunions that make every struggle melt away. And with the right protection, you can travel with a lighter heart. With **Etiqua Philippines' Takaful Personal Accident Plan and Travel Insurance Plan**, you get peace of mind that goes with you for a more meaningful holiday with loved ones.

Easy Steps to Follow



3. "My child suddenly got sick during the trip."

Few things are more stressful than dealing with illness far from home. Stay supported even abroad with **medical and hospitalization coverage** from **Etiqua Travel Insurance Plan** which gives parents one less thing to fear.

4. "Accidents can happen even on the road going home."

Holiday driving means long hours, crowded streets, and extra fatigue. With **Etiqua Takaful Personal Accident Plan**, meaningful support during life's most fragile moments with coverage for accidental death, disability, medical expenses, and recovery assistance.

5. "Christmas expenses are piling up and we can't afford another surprise."

The holidays can be heavy both financially and emotionally for some Filipinos. Stay on top of life challenges with **Etiqua Takaful Personal Accident** that offers a **possible cashback** for members with no claims and no contribution issues. A small but meaningful return for individuals who want to stay prepared for life uncertainties.



The Manila Times®

OPINION NEWS REGION WORLD BUSINESS SPORTS ENTERTAINMENT LIFESTYLE THE SUNDAY

THE MANILA TIMES

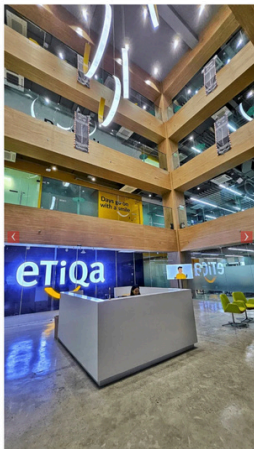
Etiqua PH opens new headquarters to drive growth, innovation, inclusive protection

November 21, 2025

Listen to this article now
Download by Spotify

Listen to this article now
Download by Spotify

ETIQUA Philippines, a regional leader in Takaful insurance, has officially opened its new headquarters at 107 Aguirre Building, Makati City — a move that signals more than a change of address. It's a declaration of intent.



NEW: The Etiqua Philippines proudly has moved headquarters that promotes sustainability as well as healthier, more uplifting working spaces. PHOTO: ETIQUA PH

In a year marked by recognition as one of the country's pioneering Takaful operators, a change in leadership, and now this relocation, Etiqua is making it clear: it is ready to compete at the highest level of the insurance industry.

The LEED-certified headquarters reflects Etiqua's forward-thinking strategy, alongside its commitment to sustainability and responsible, long-term growth. Expansive glass walls, open floor plans and an atrium-style layout allow natural light and fresh air to circulate freely throughout the building.

This not only reduces energy consumption but also promotes healthier, more uplifting work environments — an intentional design choice that underscores Etiqua's values of transparency, well-being and environmental stewardship.

Inside, industrial-chic architecture and soaring ceilings create an atmosphere of ambition and possibility. The central atrium — designed to encourage movement, interaction and improved indoor air quality — mirrors Etiqua's belief that open, breathable spaces spark collaboration and innovation. Natural lighting reduces reliance on artificial illumination, helping employees stay energized and focused.

Beyond sustainable design, the company has also invested in spaces that support a more balanced, people-centered culture. A full gym and recreation room offer employees accessible ways to decompress, stay active and manage stress. These benefits can translate into better productivity, stronger teamwork and higher overall engagement.



Along Ang still missing as DOJ moves to indict him



These amenities signal Etiqua's commitment to being a progressive employer — one that understands that well-cared-for employees bring greater creativity, loyalty and long-term value to the organization.

Every detail — from the penthouse rooftop garden to the electric vehicle charging stations — promotes a modern, eco-conscious lifestyle and a workplace experience built for the future.

"Our new headquarters reflects our belief that people are at the heart of everything we do," says Hazel Den, Human Capital Head at Etiqua Philippines, adding, "Every space is designed to inspire collaboration, well-being and creativity, ensuring our employees thrive as we grow together. We want everyone here to feel empowered and part of Etiqua's exciting journey forward."

Strategically located near major banks, lifestyle hubs such as Greenbelt and key transport routes, the HQ ensures convenience for both employees and clients. This accessibility reflects Etiqua's customer-first mindset and readiness to respond quickly in a fast-moving market.



Lacson refuses to sign 2025 budget over unvetted spending



As a composite insurance license holder, Etiqua is uniquely positioned to expand across both life and nonlife segments with enormous growth potential. The company's trajectory is set for acceleration, backed by its expanding presence and strong regional foundation in Takaful.

Anthony Lou Bernabe, Etiqua's new president and CEO, captures the significance of this milestone: "Our new headquarters is more than a modern office; it's a symbol of the culture we are building, the innovation we are driving and the leadership position we are determined to claim. With our composite license, the opportunities ahead are vast. As a regional leader in Takaful, our mission is to make the world a better place by extending inclusive, ethical and sustainable protection to more Filipinos."

November 2025

Etiqa Mentions – Philippines



Date	Headline	Media Outlet	URL Link
27/11/2025	Ready for the holiday rush? Here's how to stay stress-free this season	The Manila Times	https://beta.manilatimes.net/2025/11/27/tmt-newswire/ready-for-the-holiday-rush-heres-how-to-stay-stress-free-this-season/2232521
27/11/2025	Ready for the Holiday Rush? Here's How to Stay Stress-Free This Season	ShopgirlJen	http://www.shopgirljen.com/2025/11/ready-for-holiday-rush-heres-how-to.html
26/11/2025	Ready for the Holiday Rush? Here's How to Stay Stress-Free This Season	Manila Standard	https://manilastandard.net/spotlight/314673391/ready-for-the-holiday-rush-heres-how-to-stay-stress-free-this-season.html
25/11/2025	WTCMM's Business Broadcast explores the Halal Economy: From Farm to Finance	Mindanao Times	https://www.mindanaotimes.com.ph/wtcmm-business-broadcast-explores-the-halal-economy-from-farm-to-finance/
25/11/2025	WTCMM's Business Broadcast shines spotlight on the Halal economy from farm to finance	The Daily Chronicle	https://thechronicle.com.ph/wtcmm-business-broadcast-shines-spotlight-on-the-halal-economy-from-farm-to-finance/
25/11/2025	WTCMM Halal Economy Forum positions Philippines as Asia-Pacific hub for ethical trade and finance	Logistics News PH	https://logisticsnews.ph/2025/11/25/wtcmm-halal-economy-forum-positions-philippines-as-asia-pacific-hub-for-ethical-trade-and-finance/?utm_source=rss&utm_medium=rss&utm_campaign=wtcmm-halal-economy-forum-positions-philippines-as-asia-pacific-hub-for-ethical-trade-and-finance
23/11/2025	Etiqa Philippines Opens New Headquarters to Drive Growth, Innovation, and Inclusive Protection	菲律賓商報	http://www.shangbao.com.ph/jxw/2025/11-23/189243.shtml

November 2025

Etiqua Mentions – Philippines



Date	Headline	Media Outlet	URL Link
21/11/2025	Etiqua Philippines Opens New Headquarters to Drive Growth, Innovation, and Inclusive Protection	Mega Bites	https://www.megabites.com.ph/etiqua-philippines-opens-new-headquarters-to-drive-growth-innovation-and-inclusive-protection/
20/11/2025	Etiqua PH opens new headquarters to drive growth, innovation, inclusive protection	The Manila Times	https://www.manilatimes.net/2025/11/20/tmt-newswire/etiqua-ph-opens-new-headquarters-to-drive-growth-innovation-inclusive-protection/2228468
20/11/2025	Etiqua Philippines opens new headquarters to drive growth, innovation, and inclusive protection	Philippine Daily Inquirer	https://business.inquirer.net/559210/etiqua-philippines-opens-new-headquarters-to-drive-growth-innovation-and-inclusive-protection
20/11/2025	Etiqua Philippines Opens New Headquarters to Drive Growth, Innovation, and Inclusive Protection	Manila Standard	https://manilastandard.net/spotlight/314670595/etiqua-philippines-opens-new-headquarters-to-drive-growth-innovation-and-inclusive-protection.html
20/11/2025	Etiqua Philippines Opens New Headquarters to Drive Growth, Innovation, and Inclusive Protection	Manila Republic	https://www.manilarepublic.com/etiqua-philippines-opens-new-headquarters-in-makati/