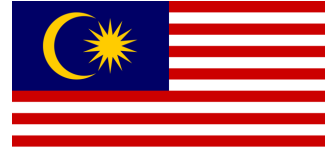




**Etiqua's Media Clippings of January 2025**  
(1 - 31 January 2025)



## Mapping your way out of a disaster

BY **KIRAN JACOB**

**T**he frequency and intensity of floods have continued to surge because of the effects of climate change and urban expansion into flood-prone areas.

Yet, many drivers in areas that are at high risk of flooding still do not protect their vehicles with flood insurance coverage, says Faezy Hasnan, chief data officer of Etiqa. This is of concern as nearly one-third of vehicles damaged in floods suffer from total loss and require extensive repair. Insurance payouts help users significantly in covering costs caused by damage to their vehicles.

"I often use add-ons to car insurance as a measure of flood risk awareness. Car insurance is mandatory, but flood coverage is optional, making it a valuable metric for assessing awareness. It is interesting to note that while the east coast has higher flood risk, uptake [in the region] [is] in the single digit. In the Klang Valley, uptake is closer to one-third," says Faezy.

"This disparity likely reflects awareness, as policies sold during the monsoon season have higher uptake than those sold during dry periods, despite annual coverage having consistent risk."

As floods continue to be an annual concern, actionable and location-specific flood data has become crucial for protecting homes, vehicles and businesses.

To this end, Etiqa aims to provide users with the ability to make informed decisions and protect their assets through a flood mapping tool and flood alerts. The tool and alerts will be part of the Etiqa+ mobile application.

Faezy says the app aims to provide a streamlined experience for users, from early warnings and post-event assistance, to real-time updates on water levels, information of flood-prone areas and a straightforward claims process.

The flood mapping tool, which uses historical data collected from 2020 to 2022, provides real-time flood risk information to users. It allows users to identify regions with high flood risk and be notified on impending flood threats. Users are then able to take preventive measures such as relocating their vehicles from high-risk zones to safer areas, says Faezy.

The map also allows users to check whether their homes or businesses are located in areas that are historically prone to flooding. This information lets them plan their insurance coverage and make decisions in regard to flood protection.

Meanwhile, the flood alerts will notify customers whenever water levels at nearby stations have reached critical levels. Flood alerts are sent within 15 minutes of water reaching designated danger levels, says Faezy.

"Malaysia is particularly vulnerable to flooding, especially during the monsoon season, and we saw an opportunity to help our customers manage and reduce flood-related risks before they arise. The flood alert and [mapping] tools are part of our dedication to enhancing customer safety and supporting community well-being," he says.

Ultimately, Etiqa aims to address the awareness gap in flood insurance coverage, adds Faezy. This lack of awareness has resulted in the need for flood notifications, without which people will face costly and irreversible damage to their assets.



**"Malaysia is particularly vulnerable to flooding, especially during the monsoon season, and we saw an opportunity to help our customers manage and reduce flood-related risks before they arise."**

Faezy

### DATA AT ITS CORE

Data plays a crucial role in the development and effectiveness of the flood mapping tool, says Faezy. Etiqa uses the data to analyse historical flood patterns, process real-time information and personalise user experiences.

From 2020 to 2024, the company processed more than RM436 million in flood-related claims for more than 30,000 policies. The analysis of these claims offered critical insights into the frequency and financial impact of floods on communities, says Faezy.

"By applying insights from past events, we're able to simplify claims processes like waiving the need for police reports during monsoon seasons, as well as provide timely alerts and empower customers with tools to proactively manage flood risk. [In addition], examining patterns in this data [allows us to] identify high-risk areas, anticipate customer needs and tailor our offerings accordingly."

"This data-driven approach enables us to enhance the accuracy of our flood map tool and the effectiveness of our real-time alerts, making our solutions both preventive and responsive."

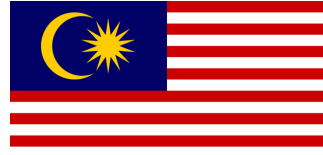
Validation processes, which are combined with regular updates, are performed before information is published to users, says Faezy.

"Our flood-related data is sourced from publicly available information and meticulously processed to ensure accuracy and relevance. We review and clean the latitude and longitude location entries, as some entries may inaccurately point to unintended areas. Through this process, we ensure that our data remains reliable and effective."

Currently, data for the flood mapping tool is sourced from the government's Public Infobanjir website, says Faezy, and there are plans to expand the company's sources of data.

"We plan to expand the historical range and incorporate additional credible and accurate data sources in future updates [of the mapping tool]. Real-time data integration is also on the horizon as we work to enhance the tool's relevance, accuracy and value for users."

"We are open to extending this processed data to relevant authorities, such as the Ministry of Housing and Local Government, to support wider flood management efforts. By sharing insights with key agencies, we hope to contribute to a collaborative approach to flood preparedness, enhancing public safety and informing more effective resource allocation in high-risk areas."



## Etiqa hulur bantuan pascabanjir



PENGURUSAN kanan EFTB dan URWAH pada majlis penyampaian bantuan.

Kuala Lumpur: Susulan banjir besar yang melanda negeri Kedah pada hujung tahun lalu, Etiqa Family Takaful Berhad (EFTB) dengan kerjasama Persatuan Amal Kebajikan Sahabat Urwah (URWAH) menyalurkan bantuan kepada keluarga yang terjejas melalui Program Bantuan Pascabanjir bagi meringankan beban mereka membina semula kehidupan.

Melalui program ini, EFTB telah menyalurkan sumbangan zakat berjumlah RM150,000 kepada lebih 500 keluarga di Kedah termasuk Kota Setar, Kubang Pasu, dan Pokok Sena.

Penerima manfaat program ini mendapat sumbangan tunai RM200 serta bantuan segera dalam bentuk pek makanan asas bernilai RM100 yang mengandungi barangan keperluan harian dan barangan kebersihan asas yang lain.

Ketua Pegawai Eksekutif EFTB, Zafri Ab Halim berkata, sebagai sebahagian daripada komitmen terhadap Pengantaraan Berasaskan Nilai (VBI) yang digariskan oleh Bank Negara Malaysia, EFTB berbesar hati memainkan peranan dalam membantu masyarakat yang terjejas akibat banjir besar di Kedah.

"Melalui kerjasama dengan URWAH, kami berharap sumbangan ini bukan saja dapat meringankan beban keluarga yang terkesan, tetapi juga memberikan sedikit ketenangan dalam menghadapi cabaran pasca bencana.

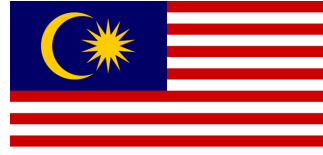
"Kami percaya semangat keprihatinan dan solidariti adalah kunci utama dalam usaha membangunkan semula komuniti yang terjejas," katanya.

Sementara itu, Pengerusi URWAH, Mohamad Dhirar Azwar berkata, sebagai pertubuhan bukan kerajaan (NGO) yang berdaftar dan tersenarai di bawah Program Rakan NADMA 2030, pihak amat berterima kasih kepada EFTB atas kepercayaan dan sumbangan yang diberikan untuk kali ini.

Beliau berkata, bantuan tunai RM200 dan pek makanan asas bernilai RM100 yang diagihkan terus kepada setiap keluarga diharap dapat meringankan beban mereka dalam menghadapi pasca bencana ini.

"Kami juga menghargai kerjasama erat dengan pihak Angkatan Pertahanan Awam Malaysia (APM) Kedah, Jabatan Kebajikan Masyarakat (JKM), serta pihak Penghulu Daerah dalam memastikan bantuan disampaikan dengan lancar dan menyeluruh," katanya.

**Disiarkan pada: Januari 6, 2025 @ 5:15pm**



## Penantian tiga dekad dapatkan air bersih berakhir

**Kuala Krai:** Lebih 1,000 penduduk di Kampung Bukit Budu di sini meluahkan rasa syukur apabila mendapat bekalan air bersih selepas penantian lebih tiga dekad.

Projek bekalan air bersih itu sekali gus menyelesaikan masalah mereka yang sebelum ini bergantung kepada sumber bekalan air bukit dari anak sungai berhampiran.

Presiden Islamic Aid Malaysia (IAM), Zawahir Abdullah, berkata kampung berkenaan dipilih memandangkan sudah lebih 30 tahun penduduk berdepan masalah bekalan air bersih.

"Projek pembinaan ini mengambil masa dua bulan dan ia memberi manfaat kepada lebih 1,000 penduduk di kampung ini. Melalui projek ini, tandak air

lama di bukit berhampiran kampung sudah dinaik taraf bagi tujuan mendapatkan kuantiti air yang lebih banyak dan tekanan yang lebih tinggi.

"Ini termasuk menggantikan paip lama yang sudah rosak dan uzur untuk menyalurkan air yang dirawat ke rumah penduduk kampung," katanya pada majlis penyerahan projek bekalan air bersih yang disempurnakan Ketua Pegawai Eksekutif Etiqa Family Takaful Berhad, Zafri Ab Halim.

Sementara itu, penduduk, Khalijah Besar, 74, bersyukur penantian mereka untuk mendapat bekalan air bersih akhirnya tercapai.

"Sejak sekian lama kami penduduk di sini menggunakan air tandak yang tidak dirawat. Ada

kalanya air jernih namun lebih banyak yang keruh terutama sejak beberapa tahun lalu disebabkan pembukaan tanah.

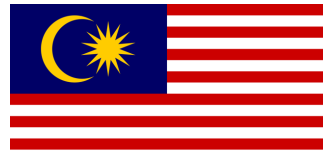
"Sekian lama berdepan masalah air bersih, akhirnya kami penduduk mendapat bekalan air bersih dan kami sangat bersyukur atas keprihatinan pelbagai pihak," katanya.

Seorang lagi penduduk, Kamariah Omar, 71, turut berterima kasih kerana projek berkenaan memberi kemudahan kepada penduduk.

"Bayangkan jika sebelum ini kami mahu mendapatkan bekalan air bersih terutama ketika majlis kenduri, terpaksa ke kampung berdekatan bagi mengambil air, kini kampung ini sudah mempunyai bekalan air bersih," katanya.



Masalah air bersih penduduk Kampung Bukit Budu selesai menerusi projek bekalan air bersih Etiqa. (Foto Nik Abdullah Nik Omar/BH)



## Etiqua Clean Water helps 20,000 villagers

**KUALA KRAI:** A total of 22 clean water tanks have been built since 2017 under the Etiqa Clean Water Project, benefitting over 20,000 villagers.

Etiqua Family Takaful Berhad chief executive officer Zafri Ab Halim said this community project is part of Etiqa's corporate social responsibility initiatives.

He said the programme, carried out in collaboration with Islamic Aid Malaysia, seeks to alleviate the challenges faced by local residents in accessing a year-round supply of clean water.

"The states that have benefitted from this initiative include Kelantan, Sabah, Kedah, Selangor, Perak, Sarawak, and Pahang.

"We believe that access to clean water is a basic right that every individual should enjoy. This is a crucial step to ensure the basic needs of rural residents are met, enabling them to lead better and more comfortable lives," he told reporters after launching the Etiqa Clean Water Project in Kampung Bukit Budu here.

Zafri said residents of Kampung Bukit Budu have relied on hill water sources for over 30 years, using a gravity-fed water system that they build together.

He also said that the system was insufficient to meet the growing needs of the residents and was prone to frequent pipe damage due to ageing infrastructure.

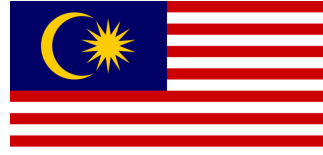
"Through this project, the old water

catchment located on a hill near the village has been upgraded to provide a higher water quantity and pressure.

"We also replaced the old and worn-out pipes with new ones to channel treated water to the village homes," he said.

He added that the project utilises a gravity system to deliver water from the catchment area through approximately three kilometres of polypipes from the intake point to the pump house.

"The water is filtered and treated using a high-scale synthetic membrane filtration system before being stored in a 5,000-gallon storage tank," he said. - Bernama



**Kuala Krai:** Lebih 1,000 penduduk di Kampung Bukit Budu di sini meluahkan rasa syukur apabila mendapat bekalan air bersih selepas penantian hampir sekian lama.

Projek bekalan air bersih yang dilaksanakan Islamic Aid Malaysia (IAM), sekaligus berjaya membantu menyelesaikan masalah yang dihadapi penduduk sejak 30 tahun lalu yang bergantung kepada sumber bekalan air bukit daripada anak sungai berhampiran.

Presiden IAM, Zawahir berkata, kampung berkenaan dipilih memandangkan sudah lebih 30 tahun penduduk berdepan masalah bekalan air bersih.

“Projek ini mengambil masa dua bulan dan ia memberi manfaat kepada lebih 1,000 penduduk di kampung ini.

“Melalui projek ini, tandak air lama yang terletak di kawasan bukit berhampiran kampung sudah dinaik taraf bagi tujuan mendapatkan kuantiti air yang lebih banyak dan tekanan yang lebih tinggi.

“Ini termasuk menggantikan paip lama yang sudah rosak dan uzur untuk menyalurkan air yang dirawat ke rumah penduduk kampung,” katanya.

## Masalah 30 tahun akhirnya selesai



ZAFRI (kanan) bersama Zawahir (dua dari kiri) pada majlis penyerahan projek bekalan air bersih di Kampung Bukit Budu, Kuala Krai. - Gambar NSTP/NIK ABDULLAH NIK OMAR

Beliau berkata demikian pada majlis penyerahan projek bekalan air bersih yang disempurnakan Ketua Pegawai Eksekutif Etiqa Family Takaful Berhad, Zafri Ab Halim di sini, semalam.

Sementara itu, penduduk kampung, Khalijah Besar, 74, bersyukur penantian mereka

untuk mendapat bekalan air bersih akhirnya tercapai.

“Sejak

sekian lama kami penduduk di sini menggunakan air tandak yang tidak dirawat. Ada kalanya air jernih namun lebih banyak yang keruh terutama sejak beberapa tahun lalu disebabkan pembukaan tanah.

“Sekian lama berdepan masalah air bersih, akhirnya kami penduduk mendapat

bekalan air bersih dan kami sangat bersyukur atas

keprihatinan pelbagai pihak,” katanya.

Seorang lagi penduduk, Kamariah Omar, 71, turut berterima kasih dan projek berkenaan juga memberi kemudahan kepada penduduk.

“Bayangkan jika sebelum ini kami mahu mendapatkan bekalan air bersih terutama ketika majlis kenduri, kami terpaksa pergi ke kampung berdekatan bagi memungkah air. Namun kini kampung ini sudah ada bekalan air bersih,” katanya.

**Projek bekalan air bersih beri manfaat kepada lebih 1,000 penduduk**



中國報  
CHINA PRESS

## Etiqua壽險委任新女CEO



■梁淑恩

(吉隆坡3日讯)  
Etiqua寿險 (ELIB)  
宣布, 委任梁淑恩为  
新总执行长, 从1月1  
日起生效。

根据文告, 梁淑恩  
将直接向Etiqua保险  
的集团总执行长卡玛  
鲁丁阿末汇报, 后者  
自2023年12月刘鸿  
章退休后一直担任

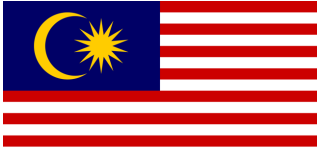
Etiqua寿險的临时总执行长。

梁淑恩于2013年加入Etiqua, 最初担任  
人寿及家庭产品定价主任, 负责监管合规  
性, 以及为Etiqua寿險和Etiqua家庭伊險制  
定定价策略。她后来在2023年担任Etiqua  
保险总经理, 专注于销售渠道管理。

梁淑恩在保险行业拥有超过23年经验,  
担任领导职务超过18年, 曾推动多个项目  
并取得卓越成效, 包括在2024年实现代理  
人团队的增长超过40%, 并打造了一个高  
效、专业且以长期成功为目标的团队。

卡玛鲁丁说: “我们很高兴任命梁淑恩  
为Etiqua寿險的总执行长。她将通过创新  
与数码转型, 带领公司迈向未来发展, 同  
时将可持续性融入业务及投资策略, 以确  
保长期增长。”

# 3 January 2025, New Straits Times Announcement of Leong Su Yern as the new CEO of ELIB



## NEW STRAITS TIMES

### APPOINTMENT

## Etiqa Life names Leong as new CEO

**KUALA LUMPUR:** Etiqa Life Insurance Bhd has appointed Leong Su Yern as its chief executive officer (CEO), effective immediately.

Etiqa Life said Leong would report directly to Kamaludin Ahmad, who is in charge of the insurance and takaful businesses at Malayan Banking Bhd.

Kamaludin had served as interim CEO of Etiqa Life following the retirement of Paul Low in December 2023.

Leong, who is a fellow member of the Society of Actuaries, has more

than 23 years of experience in the insurance industry, including 18 years in leadership roles.

Leong joined Etiqa in 2013 as head of pricing for life and family products, where she was responsible for ensuring regulatory compliance and developing pricing strategies for Etiqa Life and Etiqa Family Takaful Bhd.

In 2022, she served as the chief product officer at Maybank Ageas Holding Bhd before taking on the responsibility of managing the sales channel as the Etiqa Life general



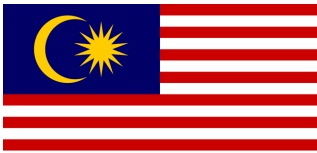
Leong Su Yern

manager in 2023.

Kamaludin said Leong would drive strategic, financial and operational growth to maximise shareholder value while prioritising the interests of customers.

"Additionally, she will oversee sustainable growth strategies, ensure regulatory compliance and manage risk," he added.

# 2 January 2025, Malaysia Gazette Announcement of Leong Su Yern as the new CEO of ELIB



## MG MalaysiaGazette SPROUT YOUR MIND

Home > Ekonomi > Leong Su Yern CEO Etiqa Life Insurance yang baharu

EKONOMI

## Leong Su Yern CEO Etiqa Life Insurance yang baharu

Oleh Wartawan MalaysiaGazette - 2 January 2025



Leong Su Yern

**KUALA LUMPUR** – Etiqa Life Insurance Berhad (ELIB) mengumumkan pelantikan Leong Su Yern sebagai Ketua Pegawai Eksekutif (CEO) baharu syarikat tersebut, berkuat kuasa pada 1 Januari 2025.

Su Yern telah menyertai Etiqa pada tahun 2013 sebagai Ketua Penetapan Harga untuk produk Hayat dan Keluarga, dan beliau bertanggungjawab dalam memastikan pematuhan regulatori dan membangunkan strategi penentuan harga bagi Etiqa Life Insurance Berhad (ELIB) dan Etiqa Family Takaful Berhad (EFTB).

Pada tahun 2022, beliau telah berkhidmat sebagai Ketua Pegawai Produk di Maybank Ageas Holding Berhad (MAHB) sebelum memikul tanggungjawab untuk menguruskan saluran jualan sebagai Pengurus Besar ELIB pada tahun 2023.

Kepimpinan beliau telah mendorong kejayaan besar dalam pelbagai projek, termasuk peningkatan lebih 40% dalam tenaga kerja agensi pada tahun 2024, serta pembentukan pasukan agensi bionik yang produktif, beretika dan berorientasikan kejayaan jangka panjang.

Ketua Pegawai Eksekutif Kumpulan Etiqa Insurans dan Takaful, Kamaludin Ahmad berkata, sebagai Ketua Pegawai Eksekutif ELIB, Su Yern akan memacu pertumbuhan strategik, kewangan, dan operasi untuk memaksimumkan nilai pemegang saham sambil mengutamakan kepentingan pelanggan.

Selain itu, beliau akan menyelia strategi pertumbuhan yang mampan, memastikan pematuhan peraturan, serta mengurus risiko.

"Kami juga menantikan usaha beliau dalam mendorong inovasi, transformasi digital, dan pembangunan tenaga kerja yang bersedia untuk masa hadapan, sambil mengintegrasikan kelestarian dalam operasi dan strategi pelaburan untuk memastikan pertumbuhan jangka masa panjang," katanya. – MalaysiaGazette

January 2025

Etiqa Mentions - Malaysia

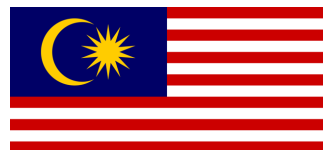


Date	Headline	Media Outlet	URL Link
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06/01/2025	New Sarawak Tribune - Etiqa builds 22 clean water tanks for villagers	New Sarawak Tribune	<a href="https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202501/20250106/news-1043978-20250106-2325-1736116935974.pdf">https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202501/20250106/news-1043978-20250106-2325-1736116935974.pdf</a>
06/01/2025	Borneo Post-Sarawak - Etiqa builds 22 clean water tanks for villagers	Borneo Post Sarawak	<a href="https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202501/20250106/news-1043957-20250106-2325-1736115734179.pdf">https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202501/20250106/news-1043957-20250106-2325-1736115734179.pdf</a>
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05/01/2025	Masalah air di Kampung Bukit Budu selesai	newswav.com	<a href="https://newswav.com/article/masalah-air-di-kampung-bukit-budu-selesai-A2501_joECDu">https://newswav.com/article/masalah-air-di-kampung-bukit-budu-selesai-A2501_joECDu</a>
05/01/2025	Penduduk Kampung Bukit Budu lega dapat bekalan air bersih	hmetro.com.my	<a href="https://www.hmetro.com.my/mutakhir/2025/01/1173139/penduduk-kampung-bukit-budu-lega-dapat-bekalan-air-bersih">https://www.hmetro.com.my/mutakhir/2025/01/1173139/penduduk-kampung-bukit-budu-lega-dapat-bekalan-air-bersih</a>
05/01/2025	Etiqa Expands Clean Water Access with 22 New Tanks Benefiting Villagers	malaysiannewsgazette.com	<a href="https://www.malaysiannewsgazette.com/etiqa-expands-clean-water-access-with-22-new-tanks-benefiting-villagers/">https://www.malaysiannewsgazette.com/etiqa-expands-clean-water-access-with-22-new-tanks-benefiting-villagers/</a>
27/01/2025	Tools: Mapping your way out of a disaster	theedgemalaysia.com	<a href="https://theedgemalaysia.com/node/742348">https://theedgemalaysia.com/node/742348</a>
11/01/2025	Tools: Mapping your way out of a disaster	klsscreeener.com	<a href="https://www.klsscreeener.com/v2/news/view/1464001/Tools_Mapping_your_way_out_of_a_disaster">https://www.klsscreeener.com/v2/news/view/1464001/Tools_Mapping_your_way_out_of_a_disaster</a>



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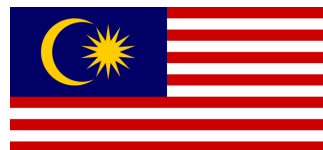
Etiqua Mentions - Malaysia



Date	Headline	Media Outlet	URL Link
03/01/2025	Etiqua Life Insurance Promotes Insider Leong Su Yern as CEO	i3investor.com	<a href="https://klse.i3investor.com/web/blog/detail/ceomorningbrief/2025-01-03-story-h497667741-Etiqua-Life-Insurance-Promotes-Insider-Leong-Su-Yern-as-CEO">https://klse.i3investor.com/web/blog/detail/ceomorningbrief/2025-01-03-story-h497667741-Etiqua-Life-Insurance-Promotes-Insider-Leong-Su-Yern-as-CEO</a>
03/01/2025	The Sun - Etiqua Life Insurance names new CEO	The Sun	<a href="https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202501/20250103/news-1041403-20250103-2325-1735858946282.pdf">https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202501/20250103/news-1041403-20250103-2325-1735858946282.pdf</a>
03/01/2025	Borneo Post-Sarawak - Etiqua Life Insurance names Leong Su Yern as new CEO	Borneo Post Sarawak	<a href="https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202501/20250103/news-1041322-20250103-2325-1735854143258.pdf">https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202501/20250103/news-1041322-20250103-2325-1735854143258.pdf</a>
03/01/2025	The Star - Leong is new CEO of Etiqua Life	The Star	<a href="https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202501/20250103/news-1041519-20250103-2325-1735860775731.pdf">https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202501/20250103/news-1041519-20250103-2325-1735860775731.pdf</a>
03/01/2025	Leong is new CEO of Etiqua Life	thestar.com.my	<a href="https://www.thestar.com.my/business/business-news/2025/01/03/leong-is-new-ceo-of-etiqua-life">https://www.thestar.com.my/business/business-news/2025/01/03/leong-is-new-ceo-of-etiqua-life</a>
02/01/2025	Etiqua 寿险 委任新女CEO	klsscreeener.com	<a href="https://www.klsscreeener.com/v2/news/view/1451635/etiqua%E5%AF%BF%E9%99%A9-%E5%A7%94%E4%BB%BB%E6%96%B0%E5%A5%B3ceo">https://www.klsscreeener.com/v2/news/view/1451635/etiqua%E5%AF%BF%E9%99%A9-%E5%A7%94%E4%BB%BB%E6%96%B0%E5%A5%B3ceo</a>
02/01/2025	Leong Su Yern named Etiqua Life's new CEO	klsscreeener.com	<a href="https://www.klsscreeener.com/v2/news/view/1451533/leong-su-yern-named-etiqua-life-039-s-new-ceo">https://www.klsscreeener.com/v2/news/view/1451533/leong-su-yern-named-etiqua-life-039-s-new-ceo</a>
02/01/2025	Leong Su Yern named Etiqua Life's new CEO	nst.com.my	<a href="https://www.nst.com.my/business/corporate/2025/01/1155668/leong-su-yern-named-etiqua-lifes-new-ceo">https://www.nst.com.my/business/corporate/2025/01/1155668/leong-su-yern-named-etiqua-lifes-new-ceo</a>
02/01/2025	Leong Su Yern named Etiqua Life's new CEO	luminews.my	<a href="https://luminews.my/news/2815682">https://luminews.my/news/2815682</a>
02/01/2025	Etiqua Life Insurance appoints Leong Su Yern as new CEO	malaysiacorner.com	<a href="https://malaysiacorner.com/story/etiqua-life-insurance-appoints-leong-su-yern-as-new-ceo/r69773092">https://malaysiacorner.com/story/etiqua-life-insurance-appoints-leong-su-yern-as-new-ceo/r69773092</a>
02/01/2025	Etiqua Life Insurance Names Leong Su Yern As New CEO	bernama.com	<a href="https://www.bernama.com/en/business/news.php?id=2378764">https://www.bernama.com/en/business/news.php?id=2378764</a>
02/01/2025	Leong Su Yern dinaikkan pangkat jadi CEO Etiqua Life Insurance	luminews.my	<a href="https://luminews.my/news/2815570">https://luminews.my/news/2815570</a>
02/01/2025	ETIQA LIFE INSURANCE LANTIK LEONG SU YERN SEBAGAI CEO BAHARU	bernama.com	<a href="https://www.bernama.com/radio/news.php?id=2378760">https://www.bernama.com/radio/news.php?id=2378760</a>
02/01/2025	Etiqua Life Promotes Su Yern To Chief Executive Officer	businesstoday.com.my	<a href="https://www.businesstoday.com.my/2025/01/02/etiqua-life-promotes-su-yern-to-chief-executive-officer/">https://www.businesstoday.com.my/2025/01/02/etiqua-life-promotes-su-yern-to-chief-executive-officer/</a>
02/01/2025	Etiqua Life Insurance appoints Leong Su Yern as new CEO	thestar.com.my	<a href="https://www.thestar.com.my/business/business-news/2025/01/02/etiqua-life-insurance-appoints-leong-su-yern-as-new-ceo">https://www.thestar.com.my/business/business-news/2025/01/02/etiqua-life-insurance-appoints-leong-su-yern-as-new-ceo</a>

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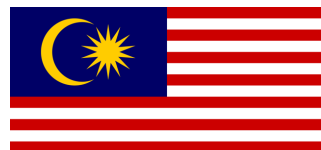
Etiqa Mentions - Malaysia



Date	Headline	Media Outlet	URL Link
02/01/2025	Leong Su Yern dilantik sebagai CEO Etiqa Life Insurance mulai 1 Jan 2025	dagangnews.com	<a href="https://www.dagangnews.com/article/terkini/leong-su-yern-dilantik-sebagai-ceo-etiqua-life-insurance-mulai-1-jan-2025-46563">https://www.dagangnews.com/article/terkini/leong-su-yern-dilantik-sebagai-ceo-etiqua-life-insurance-mulai-1-jan-2025-46563</a>
02/01/2025	Etiqa Life Insurance appoints Leong Su Yern as new CEO	klsscreeener.com	<a href="https://www.klsscreeener.com/v2/news/view/1451445/Etiqa-Life-Insurance-appoints-Leong-Su-Yern-as-new-CEO">https://www.klsscreeener.com/v2/news/view/1451445/Etiqa-Life-Insurance-appoints-Leong-Su-Yern-as-new-CEO</a>
02/01/2025	Etiqa Life Insurance promotes insider Leong Su Yern as CEO	theedgemalaysia.com	<a href="https://theedgemalaysia.com/node/739657">https://theedgemalaysia.com/node/739657</a>
02/01/2025	Etiqa Life Insurance promotes insider Leong Su Yern as CEO	klsscreeener.com	<a href="https://www.klsscreeener.com/v2/news/view/1451429/Etiqa-Life-Insurance-promotes-insider-Leong-Su-Yern-as-CEO">https://www.klsscreeener.com/v2/news/view/1451429/Etiqa-Life-Insurance-promotes-insider-Leong-Su-Yern-as-CEO</a>
01/01/2025	Leong Su Yern dinaikkan pangkat jadi CEO Etiqa Life Insurance	klsscreeener.com	<a href="https://www.klsscreeener.com/v2/news/view/1451545/Leong-Su-Yern-dinaikkan-pangkat-jadi-CEO-Etiqa-Life-Insurance">https://www.klsscreeener.com/v2/news/view/1451545/Leong-Su-Yern-dinaikkan-pangkat-jadi-CEO-Etiqa-Life-Insurance</a>
03/01/2025	Leong is new CEO of Etiqa Life	nestia.com	<a href="https://news.nestia.com/detail/Leong-is-new-CEO-of-Etiqa-Life/13171815">https://news.nestia.com/detail/Leong-is-new-CEO-of-Etiqa-Life/13171815</a>
02/01/2025	Etiqa Life Insurance appoints Leong Su Yern as new CEO	nestia.com	<a href="https://news.nestia.com/detail/Etiqa-Life-Insurance-appoints-Leong-Su-Yern-as-new-CEO/13170781">https://news.nestia.com/detail/Etiqa-Life-Insurance-appoints-Leong-Su-Yern-as-new-CEO/13170781</a>
31/01/2025	Maybank offers financial relief for flood victims in Sarawak, Sabah	theborneopost.com	<a href="https://www.theborneopost.com/2025/01/31/maybank-offers-financial-relief-for-flood-victims-in-sarawak-sabah/">https://www.theborneopost.com/2025/01/31/maybank-offers-financial-relief-for-flood-victims-in-sarawak-sabah/</a>
31/01/2025	Maybank Aktifkan Bantuan Kewangan Banjir Kepada Pelanggan Terjejas Di Sabah, Sarawak	bernama.com	<a href="https://www.bernama.com/bm/ekonomi/news.php?id=2388290">https://www.bernama.com/bm/ekonomi/news.php?id=2388290</a>
31/01/2025	Maybank Offers Financial Relief For Flood Victims In Sarawak, Sabah	bernama.com	<a href="https://www.bernama.com/en/business/news.php?id=2388281">https://www.bernama.com/en/business/news.php?id=2388281</a>
28/01/2025	From PETRONAS To TNB: 11 Heartwarming Short Films To Enjoy This Chinese New Year	hype.my	<a href="https://hype.my/2025/451130/from-petronas-to-tnb-11-heartwarming-short-films-to-enjoy-this-chinese-new-year/">https://hype.my/2025/451130/from-petronas-to-tnb-11-heartwarming-short-films-to-enjoy-this-chinese-new-year/</a>
27/01/2025	大马商家不吝砸钱贺年 乙巳蛇年广告短片目不暇接	theinterview.asia	<a href="https://theinterview.asia/topic/169299/">https://theinterview.asia/topic/169299/</a>
23/01/2025	[Watch] 9 CNY Short Films To Remind You What The Celebration Is All About	therakyatpost.com	<a href="https://www.therakyatpost.com/living/2025/01/23/watch-9-cny-short-films-to-remind-you-what-the-celebration-is-all-about/">https://www.therakyatpost.com/living/2025/01/23/watch-9-cny-short-films-to-remind-you-what-the-celebration-is-all-about/</a>
26/01/2025	1,024 pelajar asnaf UMT dapat agihan zakat korporat bernilai RM632,000	malaysiagazette.com	<a href="https://malaysiagazette.com/2025/01/26/1024-pelajar-asnaf-umt-dapat-agihan-zakat-korporat-bernilai-rm632000/">https://malaysiagazette.com/2025/01/26/1024-pelajar-asnaf-umt-dapat-agihan-zakat-korporat-bernilai-rm632000/</a>

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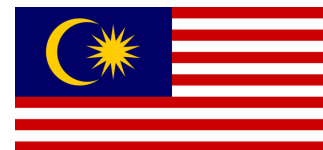
Etiqa Mentions - Malaysia



Date	Headline	Media Outlet	URL Link
18/01/2025	RAM Affirms Maybank Ageas AA Ratings For Its RM3 Billion Subordinated Bonds	businesstoday.com.my	<a href="https://www.businesstoday.com.my/2025/01/18/ram-affirms-maybank-ageas-aa-ratings-for-its-rm3-billion-subordinated-bonds/">https://www.businesstoday.com.my/2025/01/18/ram-affirms-maybank-ageas-aa-ratings-for-its-rm3-billion-subordinated-bonds/</a>
18/01/2025	RAM Ratings affirms Maybank Ageas' AA1 corporate credit ratings	ram.com.my	<a href="https://www.ram.com.my/pressrelease/?prviewid=6863">https://www.ram.com.my/pressrelease/?prviewid=6863</a>
17/01/2025	How Malaysian Gen Z is adapting financially amidst economic challenges	sinardaily.my	<a href="https://www.sinardaily.my/article/224822/focus/money/how-malaysian-gen-z-is-adapting-financially-amidst-economic-challenges">https://www.sinardaily.my/article/224822/focus/money/how-malaysian-gen-z-is-adapting-financially-amidst-economic-challenges</a>
17/01/2025	How Malaysian Gen Z is adapting financially amidst economic challenges	msn.com	<a href="https://www.msn.com/en-my/news/national/how-malaysian-gen-z-is-adapting-financially-amidst-economic-challenges/ar-AA1xm6Gw">https://www.msn.com/en-my/news/national/how-malaysian-gen-z-is-adapting-financially-amidst-economic-challenges/ar-AA1xm6Gw</a>
17/01/2025	How Malaysian Gen Z is adapting financially amidst economic challenges	luminews.my	<a href="https://luminews.my/news/2856322">https://luminews.my/news/2856322</a>
17/01/2025	How Malaysian Gen Z is adapting financially amidst economic challenges	newswav.com	<a href="https://newswav.com/article/how-malaysian-gen-z-is-adapting-financially-amidst-economic-challenges-A2501_AYjEDL">https://newswav.com/article/how-malaysian-gen-z-is-adapting-financially-amidst-economic-challenges-A2501_AYjEDL</a>
12/01/2025	Utusan Borneo-Sarawak - Sarawak akhiri jelajah Kembali ke Sekolah 2025 IAM-Etiqa Takaful	Utusan Borneo Sarawak	<a href="https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202501/20250112/news-1050368-20250112-2325-1736645532804.pdf">https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202501/20250112/news-1050368-20250112-2325-1736645532804.pdf</a>
12/01/2025	200 nembak SK Pendam terima bantu 'Kembali Ke Sekolah 2025 IAM-Etiqa Takaful'	utusanborneo.com.my	<a href="https://www.utusanborneo.com.my/2025/01/12/200-nembak-sk-pendam-terima-bantu-kembali-ke-sekolah-2025-iam-etiqua-takaful">https://www.utusanborneo.com.my/2025/01/12/200-nembak-sk-pendam-terima-bantu-kembali-ke-sekolah-2025-iam-etiqua-takaful</a>
12/01/2025	TV1 - Program 'Kembali Ke Sekolah 2025'	TV1	<a href="https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202501/20250111/TV1M1700-20250111-03.mp4">https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202501/20250111/TV1M1700-20250111-03.mp4</a>
11/01/2025	Sarawak concludes IAM-Etiqa Takaful's 'Back to School 2025' tour	theborneopost.com	<a href="https://www.theborneopost.com/2025/01/11/sarawak-concludes-iam-etiqua-takafuls-back-to-school-2025-tour/">https://www.theborneopost.com/2025/01/11/sarawak-concludes-iam-etiqua-takafuls-back-to-school-2025-tour/</a>
11/01/2025	Sarawak akhiri jelajah Kembali Ke Sekolah 2025 IAM-Etiqa Takaful	utusanborneo.com.my	<a href="https://www.utusanborneo.com.my/2025/01/11/sarawak-akhiri-jelajah-kembali-ke-sekolah-2025-iam-etiqua-takaful">https://www.utusanborneo.com.my/2025/01/11/sarawak-akhiri-jelajah-kembali-ke-sekolah-2025-iam-etiqua-takaful</a>
11/01/2025	Sarawak concludes IAM-Etiqa Takaful's 'Back to School 2025' tour	nestia.com	<a href="https://news.nestia.com/detail/Sarawak-concludes-IAM-Etiqa-Takaful%E2%80%99s-%E2%80%98Back-to-School-2025%E2%80%99-tour/13192141">https://news.nestia.com/detail/Sarawak-concludes-IAM-Etiqa-Takaful%E2%80%99s-%E2%80%98Back-to-School-2025%E2%80%99-tour/13192141</a>

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Date	Headline	Media Outlet	URL Link
08/01/2025	TV1 - 750 Keluarga Terjejas Banjir Terima Bantuan	TV1	<a href="https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202501/20250107/TV1M0744-20250107-03.mp4">https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202501/20250107/TV1M0744-20250107-03.mp4</a>
07/01/2025	Utusan Borneo-Sarawak - Pascabanjir: IAM, Etika Takaful agih bantuan kepada lebih 700 mangsa di Kelantan	Utusan Borneo Sarawak	<a href="https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202501/20250107/news-1045533-20250107-2325-1736213537829.pdf">https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202501/20250107/news-1045533-20250107-2325-1736213537829.pdf</a>
07/01/2025	TV1 - Bantuan Pascabanjir	TV1	<a href="https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202501/20250106/TV1M1700-20250106-01.mp4">https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202501/20250106/TV1M1700-20250106-01.mp4</a>
07/01/2025	TV1 - 70 Orang Asli Terima Sumbangan	TV1	<a href="https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202501/20250106/TV1M0744-20250106-01.mp4">https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202501/20250106/TV1M0744-20250106-01.mp4</a>
07/01/2025	TV1 - Shopping back to school lebih 70 pelajar orang asli dibantu	TV1	<a href="https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202501/20250106/TV1M0030-20250106-02.mp4">https://ops.allasianews.com:8443/imageRepo/AAN_Library/Broadcast/202501/20250106/TV1M0030-20250106-02.mp4</a>
06/01/2025	Etika hulur bantuan pascabanjir	luminews.my	<a href="https://luminews.my/news/2825094">https://luminews.my/news/2825094</a>
06/01/2025	Etika hulur bantuan pascabanjir	malaysiamarketing.my	<a href="https://www.malaysiamarketing.my/etika-hulur-bantuan-pascabanjir/?utm_source=rss&amp;utm_medium=rss&amp;utm_campaign=etika-hulur-bantuan-pascabanjir">https://www.malaysiamarketing.my/etika-hulur-bantuan-pascabanjir/?utm_source=rss&amp;utm_medium=rss&amp;utm_campaign=etika-hulur-bantuan-pascabanjir</a>
06/01/2025	Etika hulur bantuan pascabanjir	hmetro.com.my	<a href="https://www.hmetro.com.my/bisnes/2025/01/1173542/etika-hulur-bantuan-pascabanjir">https://www.hmetro.com.my/bisnes/2025/01/1173542/etika-hulur-bantuan-pascabanjir</a>
06/01/2025	11.25 tan beras disumbang kepada mangsa banjir	newswav.com	<a href="https://newswav.com/article/11-25-tan-beras-disumbang-kepada-mangsa-banjir-A2501_OmUm3n">https://newswav.com/article/11-25-tan-beras-disumbang-kepada-mangsa-banjir-A2501_OmUm3n</a>
06/01/2025	11.25 tan beras disumbang kepada mangsa banjir	luminews.my	<a href="https://luminews.my/news/2825013">https://luminews.my/news/2825013</a>
06/01/2025	11.25 tan beras disumbang kepada mangsa banjir	sinarharian.com.my	<a href="https://www.sinarharian.com.my/article/705696/edisi/kelantan/1125-tan-beras-disumbang-kepada-mangsa-banjir">https://www.sinarharian.com.my/article/705696/edisi/kelantan/1125-tan-beras-disumbang-kepada-mangsa-banjir</a>
06/01/2025	IAM, Etika Takaful Provide Post-flood Assistance To 750 Families In Kelantan	bernama.com	<a href="https://www.bernama.com/en/general/news.php?id=2379667">https://www.bernama.com/en/general/news.php?id=2379667</a>
06/01/2025	Pascabanjir : IAM, Etika Takaful Agih Bantuan Kepada Lebih 700 Mangsa Di Kelantan	bernama.com	<a href="https://www.bernama.com/bm/wilayah/news.php?id=2379669">https://www.bernama.com/bm/wilayah/news.php?id=2379669</a>
06/01/2025	Korek tabung ganti alat elektrik rosak	utusan.com.my	<a href="https://www.utusan.com.my/nasional/2025/01/korek-tabung-ganti-barang-elektrik-rosak/">https://www.utusan.com.my/nasional/2025/01/korek-tabung-ganti-barang-elektrik-rosak/</a>
06/01/2025	IAM and Etika Takaful Deliver Crucial Aid to 750 Flood-Affected Families in Kelantan	malaysianewsgazette.com	<a href="https://www.malaysianewsgazette.com/iam-and-etika-takaful-deliver-crucial-aid-to-750-flood-affected-families-in-kelantan/">https://www.malaysianewsgazette.com/iam-and-etika-takaful-deliver-crucial-aid-to-750-flood-affected-families-in-kelantan/</a>
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## Etiqua, Maybank launch Singapore's first Takaful in 10 years

The plan combines ethical investment options with flexible wealth accumulation.

Maybank's insurance subsidiary, [Etiqua Insurance Singapore](#), has partnered with Maybank Singapore to introduce Invest Future.

The press release said this is Singapore's first Takaful insurance offering in over a decade.

This investment-linked plan (ILP) is exclusively distributed by Maybank Singapore and aims to address the rising demand for Shariah-compliant financial solutions.

The plan combines ethical investment options with flexible wealth accumulation and protection features, targeting customers seeking values-based financial products.

Alvin Lee, Maybank Singapore Country CEO, highlighted the initiative as part of the bank's broader Islamic Wealth Management (IWM) offerings.

Raymond Ong, CEO of Etiqua Insurance Singapore, described Invest Future as a milestone for the company.

# 7 January 2025, The Asian Business

## Etiqa Singapore launches first Takaful in 10 years



EXCLUSIVE IN FOCUS

INSURANCE | OLIVIA TIRONA, SINGAPORE

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### Etiqa launches Singapore's first takaful insurance product in years

Demand for Islamic financial products from the Middle East and Southeast Asia is growing.

Etiqa Insurance Pte Ltd, has launched Singapore's first takaful insurance product in more than a decade, as it tries to bridge the market gap in Shariah-compliant funds.

Etiqa, the insurance arm of Malaysia's Maybank Group, started selling Invest Future, an investment-linked product that promises wealth build-up consistent with Islamic law, in January.

"Prior to Invest future, there were few Shariah-compliant investment options available in Singapore, particularly in the banking and fund management sector to cater to Muslims seeking products aligned with their religious beliefs," Raymond Ong, CEO at Etiqa Insurance Pte. Ltd., told *Insurance Asia*.



/Raymond Ong, CEO at Etiqa Insurance Pte. Ltd.

The global market for takaful — an Islamic insurance system based on mutual assistance and cooperation — is projected to grow 12% annually until 2029 to \$57.9b, according to London-based Business Research Company.

There are about a million Muslims in Singapore. But only 5% of them own takaful insurance, Muhammad Ridhwan Radzi, managing director at Islamic Finance Singapore Ltd., said in a separate interview.



/Muhammad Ridhwan Radzi, managing director at Islamic Finance Singapore Ltd.

"The rest tend to use conventional products like term, whole life, or insurance-linked products," he said. "That said, there is a growing number of Muslims using investment-linked products offered by Muslim-friendly insurance groups."

Insurance companies in the city-state are taking advantage of the growing awareness about Islamic finance and takaful, Helmi Hakim, a financial adviser at Takaful.sg, told *Insurance Asia* via Zoom.



/Helmi Hakim, financial adviser at Takaful.sg

"This awareness is driven by financial institutions and community outreach efforts, which contribute to the adoption of Sharia-compliant financial instruments," he pointed out.

Ong said their takaful product, which allows policyholders to jointly protect themselves against a defined loss, covers death or total permanent disability. Customers can also pledge contributions to charitable groups.

Takaful products were last sold in Singapore in 2012, Hakim said. NTUC Income (now Income Insurance Ltd.) has been selling Shariah-compliant investment-linked plans since 1995, whilst others started doing so only recently, he added.

Companies like AXA Insurance Pte Ltd., Manulife Singapore Pte Ltd., Tokio Marine Insurance Singapore Ltd., and AIA Singapore Pte Ltd. followed suit in 2017, whilst Prudential and Etiqa joined the trend in 2023. Maybank Singapore Ltd. has had a global footprint in Islamic finance that includes operations in Malaysia, Indonesia, and the Philippines.

"They were trying to bring in people from Malaysia to Singapore — actuarial experts, product engineers, even reinsurance specialists," Ridhwan said. "But even with all that, it still took nearly two years for this product to be launched. So, it's not as easy as it sounds."

"The issue with takaful products is that it's not a typical premium-based contract. With insurance, you're buying and selling coverage, but with takaful, you're donating your money. That's the first difference," he added.

Shariah-compliant investment-linked plans steer clear of assets that earn interest, which is forbidden in Islam. They also avoid gambling, speculation and excessive uncertainty.

"The money must also be invested in a Sharia-compliant way," Helmi said. "This means it cannot be invested in companies involved with activities like pork production, gambling, casinos, alcohol, weaponry, or conventional banks and financial institutions."

"The question then becomes: How does that contract fit into conventional insurance industry regulations?" Ridhwan said. "It's like trying to integrate something foreign to Singapore's regulatory framework into existing insurance regulations, so it doesn't fit perfectly."

That's where the confusion might arise, even for regulators, he added.

Ong expects Singapore to become the next offshore Islamic financial hub amidst a favourable global environment for Islamic finance and the growing demand from regional markets such as the Middle East and Southeast Asia.

Alice Tan, head of Group Wealth Management at Maybank Singapore Ltd, said other insurers in Singapore could follow suit in the takaful revival.



/Alice Tan, head of Group Wealth Management at Maybank Singapore Ltd.

"With Southeast Asia's significant Muslim population of close to 250 million and rising interest in sustainable and socially responsible investments from the broader market, we expect a growing demand for such solutions," she said in an emailed reply to questions.

"Singapore's regulatory environment and status as a leading financial hub further drives the growth of Shariah-compliant products," she added.

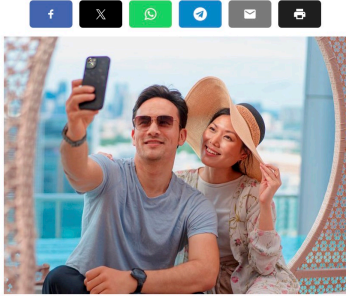
Helmi expects more innovative products beyond investment-linked plans. "Whilst the initial focus might be on investment-linked products, insurers are likely to expand their offerings to include



### Maybank's Insurance Arm, Etiqua Insurance, Pioneers the Return of Takaful Offerings in Singapore

New Shariah-compliant investment-linked product addresses the needs of customers looking for values-based insurance solutions; further strengthening the Group's Islamic Wealth Management offerings

Media OutReach Newswire 06-01-2025 11:28 AM



Etiqua Insurance Singapore launches Invest future solution

SINGAPORE - Media OutReach Newswire - 6 January 2025 - Maybank's insurance arm, Etiqua Insurance Singapore (Etiqua), today jointly announced the launch of Invest future, Singapore's first Takaful offering in over a decade, with Maybank Singapore (Maybank) as its exclusive distributor.

Invest future is designed to cater to the growing demand for Islamic financial solutions in Singapore. This investment-linked plan (ILP) is designed to support sustainable wealth accumulation goals through Shariah-compliant investing, tailored for the growing demographic seeking ethical investment options while offering flexibility and protection.

Mr Alvin Lee, Maybank Singapore Country CEO said, "Values-based financial solutions such as Etiqua's Takaful ILP, is an integral component of Islamic Wealth Management (IWM) offerings based on Shariah principles. Maybank, as the regional offshore IWM hub for Maybank Group in Singapore, is the first Bank here to provide end-to-end values-based financial solutions. And as the exclusive distributor of Etiqua's Takaful offering - a first in Singapore, we are very pleased to mark another milestone in scaling our capabilities with a comprehensive suite of solutions aligned to the five IWM pillars for customers through their different life stages. This is our ongoing commitment to meet evolving customers' needs while upholding their values and ethical considerations."

"We are excited to lead the way in launching Takaful ILP as our inaugural Takaful product in Singapore, recognising that ethical investing is increasingly gaining traction among Singaporeans," said Raymond Ong, CEO of Etiqua Insurance Singapore. "Our Takaful ILP promotes Shariah values of mutual cooperation and purposeful investing. By introducing values-based insurance that targets all sectors of the community, we aim to provide ethically crafted, holistic life journey solutions that all customers can trust. We believe that by aligning our products with strong ethical principles, we can create lasting value for our customers and contribute positively to society."

By extending its insurance solutions with this new product offering, Etiqua Insurance Singapore hopes to offer financial solutions that adhere to the principles of cooperation, fairness, and shared responsibility.

#### Committing to customers as a priority with values-based insurance

Etiqua Insurance Singapore's launch of the new values-based insurance is part of the company's ethos to make insurance accessible, keeping customers' interests and needs as the core foundation of its product and service offerings.

Unlike traditional insurance plans, which focus solely on financial protection, values-based insurance encompasses a broader perspective of protection that covers the ethical, social and personal concerns of customers. This emerging product offering resonates with the diverse needs and aspirations of policyholders while managing risks, enabling individuals to connect more deeply with their values.

The benefits of values-based insurance include:

- Risk Sharing: Policyholders of a values-based insurance product share the financial risks collectively, leading to a sense of community and shared responsibility among policyholders.
- Purposeful: Values-based insurance plans are aimed at sustaining protection for a group of individuals, rather than maximising profit.
- Transparency: Values-based insurance products offer a more transparent approach in terms of what the policy is invested in, how the funds are paid out, and underwriting profits, if any through stringent reviews by the Shariah advisors to ensure fairness to customers.

Maybank Singapore is the exclusive distributor of Etiqua's Invest future solution in Singapore.

January 2025

Etika Mentions - Singapore



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Etiqa Mentions - Singapore



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Etika Mentions - Singapore



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Etiqa Mentions - Singapore



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# 27 January 2025, Phil Star

## Etiqa Philippines & Cebuana Lhuillier Insurance Brokers launch Philippines' first takaful



### BIZ MEMOS

## Cebuana Lhuillier Insurance Brokers launches Philippines' first takaful

BrandSpace for CEBUANA LHULLIER



Cebuana Lhuillier senior executive vice president Philippe Andre Lhuillier, president and CEO Jean Henri Lhuillier with Etiqa Philippines executives Gladys Pascual and Glenn Warren Navea

MANILA, Philippines — Cebuana Lhuillier Insurance Brokers (CLIB) has once again set the stage for innovation by partnering with Etiqa to introduce the country's very first takaful, a groundbreaking product designed to cater to the specific needs of the Islamic community while promoting inclusivity and financial empowerment for Filipinos.

The launch marks a historic moment for both the insurance industry and the nation, as it sets a new benchmark for ethical and accessible financial protection.

### Who is Etiqa?

Etiqa is an insurance and takaful provider in the ASEAN region, operating under the esteemed Maybank Group, one of Southeast Asia's foremost banking conglomerates.

With a strong reputation for delivering reliable financial solutions, Etiqa offers a diverse range of products, including life and general conventional insurance, as well as family and general takaful plans, catering to both individual and business needs.

These offerings are accessible through multiple distribution channels, ensuring flexibility and convenience for customers. With a presence in key ASEAN markets such as Malaysia, Singapore, Philippines, Indonesia and Cambodia, Etiqa serves a broad customer base with tailored solutions designed to meet the diverse needs of the region.

Committed to innovation and customer satisfaction, the company strives to provide dependable, forward-thinking insurance and takaful services, continuously evolving to address the changing demands of the market while maintaining its position as a trusted industry leader across the ASEAN region.

### What is takaful?

Rooted in Islamic principles, takaful operates on the concept of mutual cooperation and shared responsibility. Takaful is structured around pooled contributions from participants. These contributions create a shared fund, which is used to assist those who experience a loss due to unforeseen events. By emphasizing transparency and fairness, the takaful model ensures that the collective good is prioritized, aligning with the ethical principles of Shariah law.

As Jean Henri Lhuillier, president and CEO of Cebuana Lhuillier, explains, "The launch of the Philippines' first takaful marks a major step in our commitment to making financial protection accessible to everyone. By understanding and honoring the unique needs of our Islamic brothers and sisters, we are creating a product that empowers communities, fosters trust and ensures financial security for all."



### The Takaful Group Personal Accident

Cebuana Lhuillier introduces the Takaful Group Personal Accident, an affordable microinsurance plan priced at just P150 per certificate designed to meet the needs of the Islamic community.

This Shariah-compliant insurance offers comprehensive protection for individuals or their loved ones, providing worldwide 24/7 coverage for accidental death, permanent disability and a range of accidental scenarios.

The certificate also includes double indemnity for public transport accidents and a hospital cash allowance starting on the third day of confinement, ensuring financial support during recovery.

With a one-year coverage period from the date of issuance, clients can avail up to five active certificates annually, offering flexible protection. Underwritten by Etiqa, a trusted insurer, the Takaful Group Personal Accident guarantees top-tier, reliable coverage.

This pioneering product aims to provide peace of mind and make financial protection accessible to the Islamic community while offering an affordable and comprehensive insurance solution.

### Continued commitment to innovation and inclusion

The launch of takaful is a significant leap forward for Cebuana Lhuillier, a company that has long been recognized for its leadership in the financial services sector. Initially known for its trustworthy pawnshop services, Cebuana Lhuillier has evolved into being the country's largest and leading microfinance center providing diverse and inclusive financial solutions.

With the introduction of takaful, Cebuana Lhuillier is not just offering a product, but also contributing to the financial inclusion of a broader demographic, ensuring that all Filipinos have access to ethical, transparent and culturally aligned financial services.

In addition to its inclusive benefits, Takaful exemplifies CLIB's dedication to fostering financial empowerment for every Filipino. By aligning its offerings with ethical principles and cultural relevance, Cebuana Lhuillier Insurance Brokers is playing an instrumental role in reshaping the Philippine insurance landscape.

### Toward a more inclusive future

Cebuana Lhuillier's takaful launch is a testament to the company's commitment to bridging financial and cultural gaps, especially in a diverse society like the Philippines. This forward-thinking move signals a future where every Filipino, regardless of background, belief or financial status, can benefit from comprehensive, transparent and ethical financial protection.

With over 3,500 Cebuana Lhuillier branches nationwide, Filipinos can easily access the new Takaful Group Personal Accident and other inclusive offerings, embarking on a journey toward greater financial security.

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