

PRESS RELEASE

For Immediate Release

#BijakWang Podcast at the Summit of Mount Kinabalu: mySalam Sets New National Financial Literacy Record

A unique digital initiative to empower Malaysians with financial knowledge

31 July 2026, Kuala Lumpur – mySalam, which is fully administered by Great Eastern Takaful Berhad, has once again made history by earning a place in the Malaysia Book of Records under the category of “Highest Altitude Financial Literacy Podcast” through a special #BijakWang podcast recording at Mount Kinabalu, aired on the official ‘mysalamofficial’ TikTok and Instagram channels.

To date, the official channels have garnered more than 688,000 views and over 37,000 likes. Launched in January this year, #BijakWang aims to empower youth and engage the B40 community across Malaysia, in line with the aspiration of building a more financially resilient society.

This unique digital initiative forms part of mySalam’s ongoing efforts to raise awareness of the importance of financial literacy and financial protection among Malaysians through approaches that are more relatable, relevant, and accessible to people from all walks of life.

The historic #BijakWang podcast recording took place at Panalaban, at an altitude of 3,280 metres, and continued at the South Peak of Mount Kinabalu, at 3,900 metres, bringing financial management insights to the highest point in Malaysia. The expedition carried a strong symbolic message that the challenges of personal financial management share many similarities with climbing a mountain. Both require careful planning, adequate preparation, consistent discipline, and perseverance to reach the desired destination.

Head of mySalam at Great Eastern Takaful, Mr. Syuhaib Ithnin, said, “Every individual face unique financial challenges throughout their lives. No one reaches the summit of Mount Kinabalu with a single giant step. It all begins with small but consistent steps. The same applies to our financial journey. Financial stability cannot be achieved overnight, but through fundamental actions such as managing expenses, building savings, controlling debt, and ensuring financial protection.

The main message of this expedition is that every Malaysian has their own financial mountain to climb. Some face the rising cost of living, some are striving to reduce debt burdens, while others are building a better future for their families. With knowledge, preparation, and discipline, every summit can be reached.”

The podcast format was selected in response to evolving media consumption trends and the need to deliver financial education through platforms that are more appealing to younger generations. The #BijakWang podcast at Panalaban featured guest panellists

including Mr. Mohd Radzuan Mohamed, Chief Executive Officer of the Malaysian Takaful Association (MTA), Dato' Ahyat Ishak, Founder of Pejuang Hartanah, and Jvy Mius, a Mount Kinabalu porter who shared his life experiences and resilience in overcoming challenges.

Meanwhile, the recording session at the summit of Mount Kinabalu featured Mr. Syuhaib Ithnin, Mr. Mohd Radzuan Mohamed, and Dato' Ahyat Ishak, who discussed the importance of financial literacy, risk management, and preparing for future challenges.

Mr. Syuhaib added, "Today, the main challenge is not that people lack financial information, but rather how we can capture their attention and encourage them to prioritise financial management. If the #BijakWang message can be brought to the highest peak in Malaysia, we believe it can also reach communities across every layer of society throughout the country."

This expedition marks the beginning of a larger effort to enhance the financial literacy level of Malaysians. In conjunction with Financial Literacy Month this October, mySalam will organise the National Bijak Wang Challenge, a programme targeting students from higher learning institutions nationwide.

The initiative aims to strengthen students' understanding of personal financial management, future planning, and the importance of financial protection before they enter the workforce.

Through a range of planned financial education programmes, mySalam remains committed to empowering Malaysians with the knowledge, skills, and awareness needed to build a stronger and more resilient financial future.

Since its introduction in 2019, mySalam has supported more than 2.02 million members, with total claims amounting to RM1.49 billion as of 30 June 2026.

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ABOUT GREAT EASTERN TAKAFUL BERHAD

Great Eastern Takaful Berhad (GETB) is a joint venture company between i Great Capital Holdings Sdn Bhd (i-Great), a subsidiary of Great Eastern Holdings Limited and Koperasi Angkatan Tentera (M) Berhad. Launched in 2010, Great Eastern Takaful is committed in providing comprehensive family takaful solutions which provide health and financial protection in its effort to narrow the protection gap amongst Malaysians, including the lower income segments (B40). Adopted the Takaful for all approach, its business operations are well supported by various distribution channels, corporate and bank partners in its quest to remain its position in the industry and to fulfil customers' protection needs.

Beyond its business operations, Great Eastern Takaful has actively carried out various corporate social responsibility initiatives, focusing on education (GET-Pintar), community development (GET-Care) and environmental Protection (GET-Green) to help the community enhance their quality of life.

The aspiration of Great Eastern Takaful to reach for great with fellow Malaysians was proven through various local and international awards and recognitions. Among the latest recognitions are the "Most Valuable Brand – Takaful Solutions" by The BrandLaureate BestBrands Awards, the "Best Takaful Solutions Provider" by Global Islamic Finance Awards (GIFA) and few Takaful Star Awards

by the Malaysian Takaful Association in 2023. 2024 observed Great Eastern Takaful being named “The Best Employer” by the Kincentric Best Employers Award, awarded the “Best Takaful Solution Provider” by Global Islamic Finance Awards (GIFA), honoured with the “Initiative Award – Upcycling” by the ESGBusiness Awards and received several other awards from the HR Excellence Awards 2024. In 2025, Great Eastern Takaful once again being named The Best Takaful Operator by The BrandLaureate BestBrands Awards besides winning three prestigious awards at the HR Excellence Awards 2025 organised by Human Resources Online, including the coveted title of The Best HR Team (SME), along with Excellence in Championing Women Leaders and Excellence in Cross-Generational Workforce Engagement. For further information, visit www.greateasterntakaful.com. Great Eastern Takaful is a member of PIDM.

The Government of Malaysia has also appointed Great Eastern Takaful as the administrator of mySalam, the national health protection scheme, under the supervision of Bank Negara Malaysia.

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