



## **PRESS RELEASE**

For Immediate Release

### **Around 5,000 Visitors Hyped the Kita Peduli mySalam Carnival**

The government's free health protection scheme captures public interest with a blend of education and entertainment

**2 November 2024, Selangor** – Great Eastern Takaful Berhad (GETB), appointed as the administrator of the government's free health protection scheme, mySalam, continues to reinforce community support initiatives by organising the Kita Peduli Carnival at AEON Mall Bukit Raja today.

The mySalam protection scheme, launched in 2019, has received an overwhelmingly positive response from the public and proactive measures to raise awareness on the importance of health protection and financial management among Malaysians were planned - including the Kita Peduli mySalam Carnival, attracting around 5,000 visitors.

Mr. Syuhaib Ithnin, Head of the mySalam Protection Scheme at Great Eastern Takaful, said during a press conference, "As the administrator of mySalam scheme, which will be extended through 2025, we are deeply aware of the need for free health protection among the lower-income community segment (B40), particularly for those diagnosed with critical illnesses or requiring hospital admission. Through mySalam's eligibility check and claims submission, we aim to ease financial burdens and enable better access to healthcare and treatment. To date, mySalam had received nearly 2 million claims, benefiting over 1.35 million recipients with a payout totalling over RM1.05 billion."

"The Kita Peduli Carnival aims not only to raise awareness about mySalam, but to also provide learnings on financial literacy to increase public awareness on the importance of financial management for economic stability for them and their families. As much as we focused on the savings and investment aspects, we are also sharing information on avoiding excessive debt and be better prepared to live life in the event of loss of income by early financial planning."

In a unique effort to engage with the community, Great Eastern Takaful collaborated with Persatuan Karyawan Malaysia (KARYAWAN), a non-governmental organisation which the members consist of local artists and entertainment industry workforce. KARYAWAN actively advocates for the welfare of Malaysia's artistic community and has played a role in informing its members about the mySalam benefits.

Vice President of Persatuan Karyawan Malaysia, Mr. Radhi Khalid, commented, "The Kita Peduli Carnival is an incredibly effective platform for introducing the mySalam Protection Scheme to the public. Many people may not have yet been aware of this free protection scheme which was introduced specifically for the B40 community. Our initial review

showed that over half of KARYAWAN's members, approximately 3,000 individuals, are eligible for this benefit. We'll be reaching out to encourage them to submit claims if they are hospitalised or being diagnosed with critical illness. I also encourage everyone to check their eligibility. With all these benefits, this program offers vital support during challenging times. It's an extraordinary initiative rolled-out by the government, so don't miss this great opportunity."

Adding to the excitement, the carnival featured special appearance of Helmi Gimmick as the host for the Financial Quiz segment, as well as captivating performances by Ito & Band, Mel Wings, and MJ Suren alongside a variety of engaging activities, including rezeki draws, informative sharing sessions, free health screenings, singing and colouring competitions and so much more.

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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 recognition is the "Best Takaful Provider Malaysia 2022" by Global Business Outlook Awards and in 2023, Great Eastern Takaful was awarded 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. 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) and received the "Initiative Award – Upcycling" by the ESGBusiness Awards. For further information, visit [www.greateastertakaful.com](http://www.greateastertakaful.com).

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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