



PRESS RELEASE

For Immediate Release

Launch of Jelajah Bijak W.A.N.G 2026, A Testament to mySalam's Continuous Commitment for the Well-being of Malaysians

#BijakWangDemiHariEsok Boost Confidence in Financial Management

3 January 2026, Kuala Lumpur – mySalam, which is fully administered by Great Eastern Takaful Berhad (GETB) in collaboration with the Financial Education Network (FEN) and the Malaysian Takaful Association (MTA), today launched Jelajah Bijak W.A.N.G 2026, a nationwide financial literacy initiative that will be carried out for 12 months. This programme aims to empower youth and engage the B40 community across Malaysia through inclusive and interactive approaches, in line with the aspiration to build a society that is more financially resilient.

Jelajah Bijak W.A.N.G is based on three main components, namely #BijakWang Varsity, a financial literacy competition among universities nationwide; #BijakWang Carnival, a community program featuring informative briefings, interactive activities and financial edutainment; and #BijakWang TikTok LIVE, live sessions with experts, influencers and the public to share financial knowledge in a casual and easy-to-understand manner. This program is implemented through strategic collaboration between Great Eastern Takaful, FEN, MTA, FINCO and PekaB40.

According to Mr. Syuhaib Ithnin, Head of the mySalam Scheme at Great Eastern Takaful, “Bijak W.A.N.G signifies empowering financial literacy and is built on four key principles, Waspada, Atur, Nilai, and Guna. These principles encourage society to be more cautious in using digital financial services, foster a culture of planning through budgeting and emergency savings, manage debt responsibly, and protect financial futures with risk protection such as mySalam and takaful for health, income and family. Through the launch of Bijak W.A.N.G 2026, we reflect our continuous commitment to empower Malaysians to become more financially literate for a more secure future.”

The launch ceremony today, held at Dataran Seri Angkasa, Taman Bukit Angkasa, was officiated by Yang Berhormat Datuk Fahmi Fadzil, Member of Parliament for Lembah Pantai and Minister of Communications, accompanied by Mr. Shahrul Azlan Shahriman, Chief Executive Officer of Great Eastern Takaful, Mr. Syuhaib Ithnin, Head of the mySalam Scheme, Mr. Hasri Hamidan, Chief Operating Officer of the Malaysian Takaful Association and Mr. Abdullah Izhar bin Mohamed Yusof, Chairman of the MPP for Lembah Pantai Zone and Political Secretary to Minister of Communications.

The event was enlivened with various exciting activities, including the distribution of 1,000 school bags to students by mySalam, RM100 school voucher contributions from the Lembah Pantai Parliamentary Office, free health screenings, and interactive activities

such as the Financial Squid Game, which delivers financial literacy messages in a fun way. This initiative not only provides essential benefits but also educates the public on financial planning, risk management and additional protection through products like mySalam and takaful.

Jelajah Bijak W.A.N.G is the continuation from the Bijak Wang Challenge which was successfully organised in 2025 and aligns with the National Financial Literacy Strategy 2026–2030 (NS2.0), which focuses on the community, from retirement planning and household protection against financial shocks to building confidence in savings and investing for the future. The program also raises awareness about issues such as Buy Now Pay Later (BNPL) and personal loans, contributing to the rising bankruptcy cases among youths under 30.

Since its introduction in 2019, mySalam has assisted more than 1.83 million members with claims payout totalling over RM1.33 billion as of 30 November 2025, and the deadline for claim submissions for 2025 eligibility is 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 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), honoured with the “Initiative Award – Upcycling” by the ESGBusiness Awards and received several other awards from the HR Excellence Awards 2024. 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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