



PRESS RELEASE

For Immediate Release

mySalam and Financial Education Network (FEN) Sets Malaysia's New Record with 24-Hour Non-Stop Financial Literacy Session on TikTok LIVE

Misi #24JamBijakWang sparks national digital financial literacy phenomenon.

6 July 2025, Sabah – mySalam, the Malaysia's national takaful protection scheme for the B40 community which is fully managed by Great Eastern Takaful Berhad (GETB) together with Financial Education Network (FEN) made history with a successful digital initiative; a 24-hour Non-Stop Financial Literacy Session on TikTok LIVE, held in conjunction with the *Karnival Celik Kewangan* (KCK) Tawau from 5 to 6 July 2025 at Eastern Plaza, Tawau, Sabah. This extraordinary digital engagement was officially recognised by the Malaysia Book of Records as the '**Longest Non-Stop Financial Literacy Livestream in Malaysia**', setting a new national benchmark for inclusive, digital-first financial education.

Branded as *Misi #24JamBijakWang*, the TikTok LIVE session was spearheaded by mySalam and Financial Education Network (FEN), with TikTok Malaysia as the Official Digital Partner and supported by the Malaysian Takaful Association (MTA). The 24-hour duration was strategically chosen to maximise its outreach to wider community segments, from youths to seniors and day workers to night-shifters. This initiative affirms that financial literacy is no longer a luxury, but a necessity.

According to Mr. Syuhaib Ithnin, Head of mySalam at Great Eastern Takaful, Misi #24JamBijakWang was never just about setting a record. "People think that financial topics are boring, but after continuous livestreaming on TikTok LIVE, we managed to gain **over 3.2 million likes, 12 thousand comments, and more than 17 thousand visitors in just 24 hours.**"

"By embracing a digital-first approach, we may alter traditional perception, making financial education more inclusive and engaging. Through casual, relatable delivery methods, interactive content, and exciting incentives, we have demonstrated that financial literacy is not a luxury reserved for the privileged, but a fundamental right for all. This initiative is more than just a campaign, it's a movement. It empowers individuals to make informed financial decisions, fosters resilience against economic challenges, and builds a foundation for long-term financial well-being. We are proud to be at the forefront of this transformation, and we remain committed to set a benchmark for others to follow," he added.

Quoting Deputy Governor Adnan Zaylani Mohamad Zahid at the Launch Ceremony of the *Karnival Celik Kewangan* (KCK) Tawau 2025 held yesterday, "This carnival is not merely a gathering or an exhibition. It is a strategic platform that brings together various parties - government agencies, financial institutions, academics, civil society organisations, and the local community to join forces in empowering the public with relevant and practical financial knowledge. With strong community support and the momentum from the carnival, the Financial Education Network remains committed to expand its reach and

impact throughout Malaysia. It also opens up opportunities for the public to access reliable information, learn about available support channels, and ask questions directly to experts without feeling shy or afraid."

Throughout the 24-hour livestream, more than 24 guest speakers harnessed TikTok LIVE's interactive features to deliver real-time financial advice directly to the audience in an authentic and fun way, addressing questions in the comments. Among the topics covered included financial scams, takaful protection, basic investing, tax planning, debt management, and household budgeting strategies, all curated to be practical, relatable and easy to understand. To sustain momentum and encourage participation, the initiative also featured the FinTok Challenge; a fun, hourly interactive contest on TikTok LIVE that awarded 24 winners with a total of RM24,000 cash prizes.

"At TikTok we are committed to building a safe platform where creativity and free expression can thrive, while also igniting meaningful conversations, learning at scale, and empowering communities," said Firdaus Fadzil, Head of Public Policy of Malaysia at TikTok. "Our partnership with mySalam is a great testament of how organisations can harness the reach and immediacy of our platform to raise awareness on key topics among Malaysians and drive a lasting positive impact on society."

The success of this initiative reflects how financial education can evolve with modern digital lifestyles. It also marks a strong and continued commitment from the organisers to explore innovative, people-friendly approaches in delivering financial literacy to all, from those at the urban areas to the furthest communities.

For more information, follow the official TikTok account at @mysalam.official.

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ABOUT mySalam

mySalam B40 Takaful Protection Scheme is a FREE takaful protection scheme, which is provided by the government to the B40 community in Malaysia. This scheme is under the management of the Malaysian Ministry of Finance (MOF) through the mySalam Trust Fund and the scheme is fully managed by Great Eastern Takaful Berhad.

The B40 mySalam Takaful Protection Scheme was established to operate for five years, in which it began from the year 2019 until 2023. Due to the positive response towards the mySalam scheme, the government has agreed to extend this scheme until 2025.

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.

For further enquiries, please contact:

Mastura Abd Rahim
Assistant Vice President – Brand & Corporate Communications
Great Eastern Takaful Berhad
Tel: +6016 - 209 234
E-mail: MasturaAbdRahim@greateasterntakaful.com