



PRESS RELEASE

For Immediate Release

RM1.25 Billion in Claims Disbursed Since 2019 – mySalam Ignites the Spirit of Merdeka at the *Karnival 3K Petra Jaya*

Empowering the B40 Community Through Financial Literacy, Protection, and Unity with High-Impact Programs

16 August 2025, Sarawak – mySalam, the Malaysia’s national takaful protection scheme for the B40 community which is fully managed by Great Eastern Takaful Berhad (GETB), celebrated the month of independence in Sarawak by organising the *Karnival 3K: Kewangan, Kesihatan dan Kebajikan* today. The large-scale carnival held in Samariang, Kuching attracted nearly 3,000 visitors from various walks of life, making it a vital platform for fostering unity and social support, especially for the Sarawak community.

The *Karnival 3K Petra Jaya* was officiated by YAB Deputy Prime Minister II and Minister of Energy Transition and Water Transformation, Dato’ Sri Haji Fadillah bin Haji Yusof. It symbolises the MADANI Government’s efforts to strengthen financial, health, and welfare protection for the people, in line with the Malaysia MADANI aspiration that emphasises the societal development focusing on well-being, inclusivity and resilience. Also present to grace the ceremony were YBhg. Datuk Hajjah Sharifah Hasidah Syed Aman Ghazali, Deputy Minister in the Premier’s Department (Law, MA63 and State-Federal Relations, and ADUN N7), YBhg. Datuk Johan Mahmood Merican, Secretary General of Treasury, Ministry of Finance Malaysia, Mr. Shahrul Azlan Shahrman, Chief Executive Officer of Great Eastern Takaful, Mr. Mohd Radzuan Mohamed, Chief Executive Officer of Malaysian Takaful Association, and Mr. Syuhaib Ithnin, Head of mySalam.

Since its implementation in 2019, Great Eastern Takaful, as the administrator of the mySalam scheme, has disbursed a total of RM1.25 billion in claims to 1.74 million individuals. This figure reflects a continued commitment to supporting those in need, particularly the B40 group. Beyond cash benefits and health protection, the scheme also plays a vital role in enhancing financial awareness and risk management among low-income communities.

According to Mr. Syuhaib Ithnin, Head of mySalam at Great Eastern Takaful Berhad, “The *Karnival 3K* is not just about aiding, but also about sharing information, enhancing accessibility, and creating opportunities for communities to holistically improve their quality of life. It reflects our ongoing efforts to support the MADANI Government’s vision of building a more resilient, financially literate, and physically and mentally healthy society. We believe protection is not just a certificate, but a form of social support that can truly transform lives.”

The *Karnival 3K* also featured various high-impact activities for the community. In the area of finance, financial literacy sessions were conducted to enhance understanding and

skills in financial management. Additionally, the MADANI Government has provided Perlindungan Tenang Vouchers (PTV) worth RM30 each to two million eligible Malaysians amounting to over RM60 million in total. Targeting the same segment, the carnival also served as a promotional platform to encourage PTV redemption for improved protection coverage. These vouchers can be redeemed starting 1 September 2025, enabling recipients to participate in suitable takaful protection plans, including death benefits as an added value to the existing mySalam coverage.

Focusing on health, free health screenings were also provided by the *Skim Peduli Kesihatan untuk Kumpulan B40* (PeKa B40), including basic check-ups and blood tests for visitors to assess their health condition. This initiative aims to raise awareness in the aspect of health amongst the public and encourage early detection of diseases, especially non-communicable diseases that are increasingly prevalent among the B40 group.

In efforts to support those in need, 140 food baskets were donated to selected underprivileged families. Sponsored by Great Eastern Takaful, Malaysian Takaful Association (MTA), and Mydin Kuching, this contribution symbolises care and compassion for less fortunate communities. Beyond immediate assistance, the initiative also fosters empathy and solidarity within society, reinforcing the spirit of togetherness. These activities were not only entertaining but also helped strengthen bonds among local communities while igniting a sense of patriotism in conjunction with the National Day celebration.

The carnival was organised in collaboration with the Malaysian Takaful Association and the P194 Parliamentary Office to ensure the benefits offered were effectively delivered to the target groups.

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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