PRESS RELEASE
For Immediate Release

Protection Without Boundaries: mySalam Strengthens Its Protection Network in Pulau Tuba

An initiative integrating protection, financial literacy, health and welfare to enhance community well-being.

21 November 2026, Langkawi – mySalam, fully administered by Great Eastern Takaful Berhad, continues to strengthen its efforts to ensure eligible communities have access to financial protection and information on the scheme's benefits through the *Karnival 3K* Pulau Tuba in Langkawi. The carnival brings together three key pillars, namely Financial Well-being, Health and Welfare, for the local community.

The programme reflects mySalam's commitment in reaching out to the communities, including those living on islands and in areas located far from urban centres, ensuring that geographical barriers do not prevent them from learning about and accessing the protection benefits available to them.

The *Karnival 3K* also places strong emphasis on financial literacy and community well-being. Activities include briefing sessions, the BijakWang Amazing Race, financial information booths and complimentary health screenings.

Mr. Syuhaib Ithnin, Head of mySalam Scheme at Great Eastern Takaful, said, "mySalam was established to ensure that eligible Malaysians have a financial safety net during challenging times. That is why our efforts go beyond simply providing benefits. We want to ensure that communities are aware of, understand and are able to access the benefits available to them, including those who may face limited access to information due to their location.

"Our presence in Pulau Tuba reflects this commitment. Regardless of where they live, whether on the mainland, in rural areas or on islands, location should not be a barrier to accessing protection. Our aim is to bridge the gap between eligibility and access to benefits, so that mySalam can truly help ease the financial burden when individuals are faced with a critical illness or hospitalisation," he said.

The carnival was also attended by YBhg. Tan Sri Johan Mahmood Merican, Secretary General of Treasury, Ministry of Finance Malaysia, YBhg. Datuk Seri Haji Iskandar bin Datuk Haji Mohd Kaus, Chief Executive Officer of the Langkawi Development Authority (LADA), Mr. Hasri Hamidan, Chief Operating Officer of the Malaysian Takaful Association (MTA) and Mr. Mohd Fadzlan bin Nor, Chairman of KOPTUBAS.

As part of efforts to promote financial awareness from an early age, Great Eastern Takaful also introduced a dedicated financial literacy initiative for children and teenagers. The

initiative provides early exposure to the importance of managing money wisely and developing positive financial habits for the future.

In conjunction with the carnival, 400 food baskets were also contributed to Pulau Tuba communities by mySalam, Great Eastern Takaful, the Malaysian Takaful Association (MTA) and the Malaysia Civil Defence Force (JPAM), alongside contributions of school supplies.

A total of 400 school bags were handed over to school students from the local community including 300 school bags with food containers, water bottles and stationery, contributed by Great Eastern Takaful. These contributions complement the holistic approach of the *Karnival 3K*, which not only focuses on financial protection and health, but also addresses the welfare needs of the community.

Sustainability was also incorporated into the programme through a coral planting activity in collaboration with UiTM, reinforcing the message that building a more sustainable future requires long-term commitment. Just as the care and conservation of coral reefs require time, attention and continuous effort, building a stronger financial position also requires discipline, consistency and sustained saving habits.

Through its holistic approach encompassing financial well-being, health, welfare and sustainability, the *Karnival 3K* Pulau Tuba serves as a platform to bring protection and education closer to the community, while raising awareness of the importance of financial preparedness in navigating life's challenges.

mySalam is a Government-funded takaful protection scheme that provides coverage to eligible individuals at no cost to recipients. Among the benefits provided are a one-off lifetime payment of RM8,000 upon diagnosis of any one of the 50 covered critical illnesses, as well as a hospitalisation benefit of RM50 per day for up to 14 days, or a maximum of RM700 per year, subject to the Scheme's eligibility criteria, terms and conditions.

As of 30 October 2026, more than two million recipients have benefited from mySalam, with total claims payments exceeding RM1.58 billion, reflecting the Scheme's role as an important financial safety net for communities in need.

Members of the public can also receive direct assistance at mySalam kiosks located at government hospitals to facilitate the claims process. For more information on the Scheme, please visit the official mySalam website at www.mysalam.com.my.

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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 (Great-Pintar), community development (Great-Care) and environmental Protection (Great-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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