



PRESS RELEASE

For Immediate Release

mySalam Widens Its Impact with *Karnival 3K* at Pulau Bum Bum

Bridging Financial Literacy, Health, and Welfare to the Heart of Island Communities.

3 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), marked a historic milestone with its first large-scale island outreach, the *Karnival 3K: Kewangan, Kesihatan, Kebajikan*, today at Pulau Bum Bum, Semporna, Sabah.

This significant initiative brought mySalam’s mission of inclusive protection to the magnificent shores of Pulau Bum Bum, a home to over 30,000 residents, where access to infrastructure, healthcare, and financial education remains limited. The event reaffirmed mySalam’s belief that no community is too remote to benefit from essential support and protection.

The one-day carnival featured engaging activities anchored within the three key pillars which are the financial literacy, health and welfare. Local communities were engaged through interactive financial education sessions, received on-site mySalam advisory support, and celebrated the handover of SK Balimbang’s new school signage along with environmental awareness talk which helped to embed an improved lifestyle into the community’s daily experience.

“After reaching out to the Orang Asli villages and longhouses in Sarawak, bringing over the mySalam’s *Karnival 3K* to Pulau Bum Bum was deeply meaningful to us,” said Mr. Syuhaib Itnin, Head of mySalam, Great Eastern Takaful. “This is not just an outreach programme, it was a declaration of commitment. We want every Malaysian, regardless of locations and demographical differences, to feel acknowledged, supported, and empowered. Our aim is not solely to raise awareness, but to build direct and lasting access to protection, knowledge, and opportunity. What we witnessed in Pulau Bum Bum is that the community is all ready to embrace these assistance and positive changes, and we are proud to stand alongside them.”

Health and welfare were equally at the heart of the carnival. Students of SK Balimbang were given new school bags, 700 families were supported with *Bakul Rezeki* containing basic food items, and community members had the opportunity to access free health screenings. The spirit of togetherness was further elevated through *Sukan Rakyat* (traditional games), recycle product creation competition, and a special boat outreach programme that extended the essential support to nearby water villages. The day concluded with Rezeki Draw, leaving lasting memories and smiles.

Since its inception, mySalam has supported over 1.7 million Malaysians and disbursed more than RM1.2 billion in claims. As of May 2025, its hybrid outreach approach has recorded over 330 physical programmes and 1,865 TikTok Live engagements with 7.47

million views. These milestones reflect a strong commitment to ensure that digitally and physically, no one is left behind.

The success of the mySalam's *Karnival 3K* was made possible through meaningful collaboration with the Financial Education Network (FEN), the Malaysian Takaful Association (MTA), and Pertubuhan Kebajikan Sedulur.

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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