

PRESS RELEASE

For Immediate Release

Ramadan Enriched with Compassion: Jelajah mySalam Ramadan Edition Supported Almost 2,000 B40 Communities

Nationwide welfare initiatives encompassing community iftars, essential aid and health support throughout Ramadan

19 March 2026, Kuala Lumpur – In conjunction with the holy month of Ramadan, mySalam organised the *Jelajah mySalam Ramadan Edition*, a nationwide welfare initiative aimed at supporting B40 communities across the country through the distribution of iftar meals, essential aid and free health screenings for those in need.

The outreach programme commenced at Masjid Jamek Kuala Lumpur, where mySalam reached out to the homeless community through the distribution of food for iftar. The initiative also provided opportunities for direct engagement to better understand the daily challenges faced by this vulnerable group. This on-ground approach enables mySalam to more effectively connect with underserved communities, in line with the spirit of compassion and empathy embodied during Ramadan.

The programme then continued to Kuantan, Pahang, where several initiatives were carried out concurrently. These included the *Iftar Mahasiswa* programme with students of Universiti Islam Pahang Sultan Ahmad Shah (UnIPAS), welfare visits to orphanages, and the organisation of an *Iftar Perdana* at Padang MBK. These programmes brought together students and members of the local community in a spirit of togetherness, while providing moral support and assistance to those who were unable to return home for iftar with their families.

According to the Head of mySalam at Great Eastern Takaful, Mr. Syuhaib Ithnin, “The Jelajah mySalam Ramadan Edition reflects mySalam’s continued commitment to engaging with B40 communities in a more holistic manner. Ramadan is a time for sharing and being mindful of the needs of the community. Through the Jelajah mySalam Ramadan Edition, we are not only sharing our blessings but also ensuring that B40 communities continue to receive attention, support and information on the health protection assistance provided by the Government. This initiative also allows us to directly listen to the voices and needs of communities on the ground. mySalam remains committed to strengthening the nation’s social protection network through on-ground engagements and welfare initiatives that create direct impact.”

Meanwhile, in Damansara Damai, Selangor, mySalam organised a Community Iftar for the B40 segments in collaboration with *Kedai Abang Tukang Masak* and the Damansara Damai Community members, with approximately 400 residents in attendance. In addition to the distribution of iftar meals, the programme also offered free health screenings under the PeKa B40 initiative, as well as the distribution of basic food baskets, sponsored by the

Malaysian Takaful Association (MTA) to selected B40 families to help ease the cost of living. The event was further graced by the presence of Bukit Lanjan State Assemblyman, YB Pua Pei Ling.

As a gesture of appreciation to healthcare workers and in support of patients, the Jelajah mySalam Ramadan Edition additionally included visits to several hospitals around the Klang Valley, where dates were distributed to uplift those having their iftar while on duty, as well as individuals observing Ramadan under challenging circumstances. The programme concluded in Sabah, where mySalam reached out to the e-hailing rider community through the distribution of iftar meal packs as a token of appreciation for their commitment and sacrifices throughout the month of Ramadan.

The Jelajah mySalam Ramadan Edition forms part of mySalam's ongoing efforts to nurture a culture of compassion, strengthen the spirit of togetherness, and ensure that low-income communities are not left behind, especially during the month of Ramadan.

Since its inception in 2019, mySalam had assisted over 1.9 million individuals with claims payout totalling RM1.398 billion as of 28 February 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 its two CSR pillars – Financial Literacy (GREAT-Pintar) and Enhance Quality of Lives (GREAT-Care) for the well-being of the community it serves.

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 Award. 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. 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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