



PRESS RELEASE

For Immediate Release

mySalam Announces Upcoming Kahoot! FinLit Challenge in Its Attempt to Break a World Record at the 3K Carnival

Empowering communities through financial literacy, the 3K Carnival draws enthusiastic participation.

27 September 2025, Johor – mySalam, the national takaful protection scheme for the B40 community managed by Great Eastern Takaful Berhad (GETB), continues its commitment in empowering the society through a holistic approach encompassing financial literacy, health, and welfare. This was demonstrated through the third edition of the 3K Carnival, held today at Sekolah Kebangsaan Bandar Pontian, Johor. The carnival, officiated by YB Tuan Ling Tian Soon, Chairman of the Johor State Environment Committee and ADUN Yong Peng, was organised to engage the B40 community through inclusive and impactful activities focused on financial education, health screenings, and community welfare.

This initiative reflects mySalam's ongoing efforts to strengthen the financial resilience of the B40 group while raising awareness about the mySalam scheme. Since its launch in 2019 until 31 August 2025, mySalam has supported 1.77 million beneficiaries, with RM1.27 billion in claims paid out. To ensure more Malaysians receive the protection they deserve, the deadline for submitting claims for 2024 eligibility has been extended until December 2025.

One of the carnival's main attractions was the Financial Squid Game, an interactive activity specially designed to deliver financial knowledge in a creative and engaging way to students. Visitors also enjoyed free health screenings, Rahmah sales, children's financial literacy sessions, rezeki draws, and various community-based activities including singing competition, e-sports, and rugby matches.

During the event, mySalam also announced an exciting new initiative called the **Kahoot! Bijak Wang Challenge**, a bold attempt to set a world record for the largest financial literacy quiz¹ ever held in Malaysia.

According to Mr. Syuhaib Ithnin, Head of mySalam at Great Eastern Takaful, "We are targeting 10,000 participants aged 13 and above to join this financial literacy quiz, which will take place from 14 to 16 November 2025 at Queensbay Mall, Penang, in conjunction with the *Karnival Celik Kewangan* organised by Financial Education Network (FEN) and Bank Negara Malaysia. We believe that engaging and innovative approaches to financial

¹ According to the statement on Kahoot!'s website, the highest number of participants in a single Kahoot! session to date is 4,092 players ([World's biggest kahoot | Kahoot! record](#))

education are essential, and through gamification, participants will be tested on various financial aspects such as risk management, financial planning, and additional protection needed.”

Additionally, 300 food baskets worth RM12,000 will be donated to underprivileged families through a collaboration between the Malaysian Takaful Association and mySalam. Books worth RM10,000 donated by the Financial Services Library, Bank Negara Malaysia will also be handed over to promote reading and financial literacy among students.

The 3K Carnival was made possible through the collaboration of various partners including the Ministry of Finance, Great Eastern Takaful, Malaysian Takaful Association, Financial Education Network (FEN), Credit Counselling and Debt Management Agency (AKPK), Inland Revenue Board of Malaysia (LHDN), myKawan, PeKa B40, Pontian District Health Office, and the Parent-Teacher Association (PIBG) of SK Bandar Pontian.

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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.

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