



**Etiqa's Media Clippings of January 2026**  
(1 – 31 January 2026)

9 January 2026, Kosmo!

Etiqua Launches Etiqua's Project Firefly to Reinforce Mangrove Ecosystem along Sungai Panjang in Collaboration with Malaysian Nature Society



SUARA KONTEMPORARI  
**Kosmo!**

## Projek Firefly Etiqua pelihara habitat kelip-kelip di Sabak Bernam

**PETALING JAYA** – Etiqua telah melancarkan Projek Firefly Etiqua, sebuah inisiatif alam sekitar baharu yang khusus untuk memelihara salah satu habitat kelip-kelip ikonik di Malaysia.

Projek yang dijayakan bersama Persatuan Pencinta Alam Malaysia (MNS), Universiti Kebangsaan Malaysia (UKM) dan Majlis Daerah Sabak Bernam itu juga diharap dapat menyokong kelangsungan hidup komuniti yang tinggal di sepanjang Sungai Panjang, Sabak Bernam, yang bergantung kepada ekopelancongan dan ekosistem bakau sebagai sumber mata pencarian.

Ketua Pegawai Eksekutif Etiqua General Insurance Berhad, Fuhairudin Mohd Yusof berkata, melalui projek tersebut, pihaknya akan memelihara dan mengekalkan ekosistem berkenaan dengan menanam 130 anak pokok Berembang (*Sonneratia caseolaris*) dan 200 benih pokok Berembang serta melaksanakan kerjasama pemuliharaan habitat bersama 50 sukarelawan Etiqua.

"Kami memulakan Projek Firefly Etiqua kerana pemuliharaan spesies kelip-kelip tempatan berkait rapat dengan



**SUKARELAWAN** bergambar bersama sebelum memulakan aktiviti pemuliharaan habitat kelip-kelip di Sungai Panjang, Sabak Bernam.

kesejahteraan komuniti yang hidup bersama mereka. Dengan memelihara habitat kelip-kelip, kami dapat melindungi khazanah biodiversiti Malaysia yang tidak ternilai.

"Inisiatif ini mencerminkan tujuan Etiqua untuk menjadikan

dunia tempat yang lebih baik melalui tindakan alam sekitar yang bermakna, mengukuhkan hubungan antara alam semula jadi dan masyarakat demi nilai jangka panjang untuk generasi akan datang," katanya dalam kenyataan.

# 9 January 2026, Focus Malaysia Etiqa Launches Etiqa's Project Firefly to Reinforce Mangrove Ecosystem along Sungai Panjang in Collaboration with Malaysian Nature Society



## Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society

SELANGOR, MALAYSIA - [Media OutReach Newswire](#) - 10 January 2026 - Etiqa has launched Etiqa's Project Firefly a new environmental initiative dedicated to conserving one of Malaysia's iconic firefly habitats while uplifting the livelihood of the communities living along Sungai Panjang in Sabak Bernam, who rely on eco-tourism and the mangrove ecosystem. The programme was carried out in collaboration with the Malaysian Nature Society (MNS), Universiti Kebangsaan Malaysia (UKM), and the Sabak Bernam District Council.



(L to R) Raffli Ismail, Marketing & Partnership Manager, Malaysian Nature Society; Fuhairudin Mohd Yusof, CEO of Etiqa General Insurance Berhad; Zaki Parmin, Assistant Agricultural Officer, Sabak Bernam District Council; Amran Hassan, Chief Strategy Officer, Etiqa

Through Etiqa's Project Firefly, Etiqa is taking proactive steps to preserve and sustain the ecosystem by planting 130 *Sonneratia Caseolaris* or locally known as *Berembang* saplings and 200 *Sonneratia Caseolaris* seeds, undertaking habitat restoration works, and mobilising 50 Etiqa volunteers for a community-driven initiative along Sungai Panjang, covering a total stretch of 10 kilometres. In addition, an awareness session was conducted by Universiti Kebangsaan Malaysia's Faculty of Science which aimed to educate participants on the ecological importance of fireflies and the need for long-term conservation.

Fireflies play an important role as indicators of mangrove ecosystem health, which in turn supports environmental balance and benefits surrounding communities. However, across Malaysia, firefly populations are declining due to rapid habitat loss caused by river pollution, deforestation, and increasing light pollution along mangrove-lined rivers. These threats not only endanger native species but also affect the livelihoods of local fishermen and villagers who rely on healthy river ecosystems and firefly-based eco-tourism. Protecting congregating firefly zones through the preservation of adequate vegetation buffers along riverbanks is therefore critical to ensuring the long-term survival of these species and the sustainability of local livelihoods.

Fuhairudin Mohd Yusof, CEO of Etiqa General Insurance Berhad (EGIB) said, "We initiated Etiqa's Project Firefly as conserving native firefly species is deeply connected to the well-being of the communities that co-exist around them. By conserving firefly habitats, we are not only protecting an irreplaceable part of Malaysia's biodiversity but also helping sustain the eco-tourism and river-based livelihoods of Sungai Panjang residents. This reflects Etiqa's purpose in Making the World a Better Place that includes meaningful environmental action which strengthens both nature and society, creating long-term value for future generations."

Mr. I.S Shanmugaraj, Executive Director of Malaysian Nature Society says, "Fireflies are natural indicators of a healthy mangrove ecosystem, and their presence reflects the overall condition of our rivers and surrounding environments. We commend Etiqa for taking proactive steps through Etiqa's Project Firefly to address the growing threats of habitat degradation along fireflies corridor. Meaningful conservation requires collective action, and we hope this initiative will inspire more companies to collaborate with environmental organisations and local communities to protect biodiversity while supporting sustainable livelihoods for the long term." Hashtags: #Etiqamy



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DagangNews.com

## UKM terima dana jariah RM550,000 daripada Etika perkukuh agenda kebajikan pelajar dan komuniti



**BARIAH Mohd Ali** [dua dari kiri] bergambar selepas penerimaan sumbangan daripada **Khairul Faizy Hasan** [tiga dari kiri] di UKM Bangi hari ini. - [DagangNews.com / Anree Ahmad](#)

Oleh Anree Ahmad  
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**BANGI 26 Jan** - Universiti Kebangsaan Malaysia (UKM) menerima sumbangan yang berjumlah RM550,000 daripada **Etika General Takaful Berhad** bagi memperkukuh kerjasama strategik dalam jangka panjang.

Sumbangan itu merangkumi dana amal jariah pembangunan komuniti menerusi pembinaan telaga tub di dua lokasi di Selangor serta bantuan dermawasa dan zakat UKM menajayakan agenda kebajikan pelajar.

Timbalan Naib Canselor (Hal Ehwal Jaringan Industri dan Masyarakat) UKM, Prof Dr Bariah Mohd Ali merakamkan penghargaan atas keyakinan Etika memilih institusi itu selaku rakan strategik industri.

"Kami bersedia membantu dalam melaksanakan inisiatif kebajikan dan pendidikan besaaskan kepakaran akademik dan penyelidikan," kata beliau mewakili Naib Canselor UKM, Prof Datuk Dr Sufian Jusoh.

Menurus sumbangan itu jelasnya, sebanyak RM300,000 daripadanya akan diperuntukkan untuk pembinaan telaga tub di Sekolah Kebangsaan Bangi dan Masjid Darul Tahsis, Kampung Melayu, Pulau Carey.



**BARIAH Mohd Ali** [dua dari kiri] menerima sumbangan projek telaga tub daripada **Khairul Faizy Hasan** [tiga dari kiri] di UKM Bangi hari ini. - [DagangNews.com / Anree Ahmad](#)

Pelaksanaan projek ini akan disokong kepakaran akademik UKM bagi memastikan penyediaan bekalan air bersih yang selamat, mampan dan berkuili untuk kegunaan jangka panjang komuniti setempat.

Ia dikendalikan dengan bantuan penuh daripada Dekan Fakulti Sains dan Teknologi UKM, Prof ChM Dr Ishak Ahmad, manakala projek tersebut diterajui oleh Ketuanya, Prof Madya PGeol Dr Mohd Hariri Ariffin.

Sementara baki RM250,000 pula tambah Bariah, bakal dimanfaatkan bagi membantu pelajar UKM daripada latar belakang sosioekonomi yang memerlukan bantuan kewangan sepanjang tempoh pengajian mereka.

Dalam pada itu, Ketua Pegawai Eksekutif Etika, Khairul Faizy Hasan dalam ucapannya menyifatkan kerjasama bersama UKM membolehkan sumbangan disalurkan secara berfokus, strategik dan mampan.

**NORISAN Kamil Othman** [tiga dari kanan] menerima sumbangan zakat daripada **Khairul Faizy Hasan** [tiga dari kiri] di UKM Bangi hari ini. - [DagangNews.com / Anree Ahmad](#)

"Usaha ini sekali gus memberi impak ketara buat masyarakat dan sektor pendidikan, malah inisiatif ini juga sebahagian daripada program Tanggungjawab Zakat Korporat tahunan Etika sendiri," katanya.

Tambahnya, ia juga kesinambungan kerjasama kedua-dua pihak, selepas pelaksanaan program komuniti pada 2023 di Balai Raya Kampung Labu Lanjut dan sumbangan wakaf peralatan di Pusat Kesihatan UKM.

Sehubungan itu, Khairul Faizy berkeyakinan, usaha murni Etika memberi penekanan untuk kebajikan masyarakat serta pembangunan modal insan secara berterusan, dapat dinikmati kumpulan sasaran.

Majlis itu diisytiharkan Timbalan Naib Canselor (Hal Ehwal Pelajar dan Alumni) UKM, Prof Ts Dr Harisnani Kamil Othman, dan Pengarah Yayasan Canselor, Prof Ts Dr Fizal Mohamed. - [DagangNews.com](#)



Date	Headline	Media Outlet	URL Link
19/01/2026	The Edge - Maybank Marks a Transformative Year with Impactful Actions towards a Sustainable Future	The Edge	<a href="https://ops.allasianews.com:8443/imageRepo/AA_N_Library/Print/202512/20251229/news-1358520-20251229-2325-1766960744971.pdf">https://ops.allasianews.com:8443/imageRepo/AA_N_Library/Print/202512/20251229/news-1358520-20251229-2325-1766960744971.pdf</a>
13/01/2026	Kosmo - Projek Firefly Etiqa pelihara habitat kelip-kelip di Sabak Bernam	Kosmo!	<a href="https://ops.allasianews.com:8443/imageRepo/AA_N_Library/Print/202601/20260113/news-1368425-20260113-2325-1768268544967.pdf">https://ops.allasianews.com:8443/imageRepo/AA_N_Library/Print/202601/20260113/news-1368425-20260113-2325-1768268544967.pdf</a>
12/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society	ET Net	<a href="https://www.etnet.com.hk/www/tc/news/media Outreach_news_detail.php?newsid=442409&amp;page=1">https://www.etnet.com.hk/www/tc/news/media Outreach_news_detail.php?newsid=442409&amp;page=1</a>
12/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society	The Times	<a href="https://thetimes.com.au/news/news-from-asia/47041-etiqua-s-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society">https://thetimes.com.au/news/news-from-asia/47041-etiqua-s-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society</a>
12/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society release ID	Release ID	<a href="https://releasaid.com/berita-bisnis/Etiqa--039-s-Project-Firefly-Reinforces-Mangrove-Ecosystem-in-Sungai-Panjang-in-Collaboration-with-Malaysian-Nature-Society">https://releasaid.com/berita-bisnis/Etiqa--039-s-Project-Firefly-Reinforces-Mangrove-Ecosystem-in-Sungai-Panjang-in-Collaboration-with-Malaysian-Nature-Society</a>
12/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society - Berita Riau Terkini	Riau Green	<a href="https://riaugreen.com/view/MediaOutReach/107761/Etiqa--039-s-Project-Firefly-Reinforces-Mangrove-Ecosystem-in-Sungai-Panjang-in-Collaboration-with-Malaysian-Nature-Society.html">https://riaugreen.com/view/MediaOutReach/107761/Etiqa--039-s-Project-Firefly-Reinforces-Mangrove-Ecosystem-in-Sungai-Panjang-in-Collaboration-with-Malaysian-Nature-Society.html</a>
12/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society	Indovizka	<a href="https://indovizka.com/news/detail/19684/etiqa-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society">https://indovizka.com/news/detail/19684/etiqa-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society</a>

January 2026  
 Etiqa Mentions – Malaysia



Date	Headline	Media Outlet	URL Link
12/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society	The Sun	<a href="https://thesun.net.au/business/news-from-asia/10768-etiqua-s-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society">https://thesun.net.au/business/news-from-asia/10768-etiqua-s-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society</a>
12/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society riauone.com   Berita Nusantara Terkini	Riau One	<a href="https://www.riauone.com/global/sub/mediaoutreach/Etiqa--039-s-Project-Firefly-Reinforces-Mangrove-Ecosystem-in-Sungai-Panjang-in-Collaboration-with-Malaysian-Nature-Society">https://www.riauone.com/global/sub/mediaoutreach/Etiqa--039-s-Project-Firefly-Reinforces-Mangrove-Ecosystem-in-Sungai-Panjang-in-Collaboration-with-Malaysian-Nature-Society</a>
12/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society	News Pronto	<a href="https://www.newspronto.com/business/news-from-asia/126817-etiqua%E2%80%99s-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society">https://www.newspronto.com/business/news-from-asia/126817-etiqua%E2%80%99s-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society</a>
12/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society - RRINEWS	RRI News	<a href="https://rrinews.com/kilas-global/media-outreach/etiqua-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society/">https://rrinews.com/kilas-global/media-outreach/etiqua-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society/</a>
12/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society	The Business Times	<a href="https://www.thebusinesstimes.com.au/companies/news-from-asia/47134-etiqua%E2%80%99s-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society">https://www.thebusinesstimes.com.au/companies/news-from-asia/47134-etiqua%E2%80%99s-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society</a>
12/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society antaranusa.com   berita nusantara internasional	Antaranusa	<a href="https://antaranusa.com/antaranusa-business/Etiqa--039-s-Project-Firefly-Reinforces-Mangrove-Ecosystem-in-Sungai-Panjang-in-Collaboration-with-Malaysian-Nature-Society">https://antaranusa.com/antaranusa-business/Etiqa--039-s-Project-Firefly-Reinforces-Mangrove-Ecosystem-in-Sungai-Panjang-in-Collaboration-with-Malaysian-Nature-Society</a>
12/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society	Daily Sun	<a href="https://dailysun.com.au/business/news-from-asia/11913-etiqua-s-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society">https://dailysun.com.au/business/news-from-asia/11913-etiqua-s-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society</a>



Date	Headline	Media Outlet	URL Link
12/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society - Tech With Muchiri	Tech with Muchiri	<a href="https://techwithmuchiri.com/etiqa-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society/">https://techwithmuchiri.com/etiqa-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society/</a>
12/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society - Technology Mirror	Technology Mirror	<a href="https://technologymirror.com.ng/etiqa-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society/">https://technologymirror.com.ng/etiqa-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society/</a>
11/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society - HR ASIA	HR Asia	<a href="https://hr.asia/media-outreach/etiqa-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society/">https://hr.asia/media-outreach/etiqa-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society/</a>
11/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society   The Manila Times	Manila Times	<a href="https://www.manilatimes.net/2026/01/10/tmt-newswire/media-outreach-newswire/etiqa-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society/2256450">https://www.manilatimes.net/2026/01/10/tmt-newswire/media-outreach-newswire/etiqa-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society/2256450</a>
11/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society - Alvinology	Alvinology	<a href="https://alvinology.com/2026/01/10/etiqa-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society/">https://alvinology.com/2026/01/10/etiqa-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society/</a>
11/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society - DEI	DEI Singapore	<a href="https://dei.com.sg/etiqa-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society/">https://dei.com.sg/etiqa-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society/</a>
11/01/2026	Etiqa's Project Firefly Reinforces Mangrove Ecosystem in Sungai Panjang in Collaboration with Malaysian Nature Society - The Bruneian	The Bruneian	<a href="https://thebruneian.news/2026/01/10/etiqa-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society/">https://thebruneian.news/2026/01/10/etiqa-project-firefly-reinforces-mangrove-ecosystem-in-sungai-panjang-in-collaboration-with-malaysian-nature-society/</a>



Date	Headline	Media Outlet	URL Link
28/01/2026	Why Flight Insurance Is More Than Just an Extra Cost And What You Really Get?	Newswav	<a href="https://newswav.com/article/why-flight-insurance-is-more-than-just-an-extra-cost-and-what-you-really-ge-A2601_sIvaQ2">https://newswav.com/article/why-flight-insurance-is-more-than-just-an-extra-cost-and-what-you-really-ge-A2601_sIvaQ2</a>
31/01/2026	Hyundai Motor Malaysia Accelerates Growth with New Dealer Partnership and Enhanced Ownership Protection	CarSick.my	<a href="https://carsick.my/2026/01/hyundai-motor-malaysia-accelerates-growth-with-new-dealer-partnership-and-enhanced-ownership-protection/">https://carsick.my/2026/01/hyundai-motor-malaysia-accelerates-growth-with-new-dealer-partnership-and-enhanced-ownership-protection/</a>
31/01/2026	Hyundai Malaysia 'Sentiasa di sisi anda'- Boosts Network and Vehicle Protection for Customers	Auto News Asia	<a href="https://www.auto-news-asia.com/?p=33159">https://www.auto-news-asia.com/?p=33159</a>
31/01/2026	Hyundai Motor Malaysia Luas Rangkaian, Perkuh Perlindungan	Gohed Gostan	<a href="https://www.gohedgostan.com/2026/01/hyundai-motor-malaysia-luas-rangkaian-perkuh-perlindungan/">https://www.gohedgostan.com/2026/01/hyundai-motor-malaysia-luas-rangkaian-perkuh-perlindungan/</a>
31/01/2026	Hyundai, HZN Inspiration jalin kerjasama, perkuh sektor peruncitan	Motoqar	<a href="https://www.motoqar.com/2026/130469/hyundai-hzn-inspiration-jalin-kerjasama-perkuh-sektor-peruncitan.html">https://www.motoqar.com/2026/130469/hyundai-hzn-inspiration-jalin-kerjasama-perkuh-sektor-peruncitan.html</a>
30/01/2026	Weekly wrap-up: GWM Wey G9 launched, Toyota Vios HEV debuts in Malaysia, New S-Class facelift revealed, and more	ZigWheels Malaysia	<a href="https://www.zigwheels.my/car-news/weekly-wrap-up-gwm-vey-g9-launched-toyota-vios-hev-debuts-in-malaysia-new-s-class-facelift-revealed-and-more">https://www.zigwheels.my/car-news/weekly-wrap-up-gwm-vey-g9-launched-toyota-vios-hev-debuts-in-malaysia-new-s-class-facelift-revealed-and-more</a>
30/01/2026	Hyundai Motor Malaysia tambah rangkaian pengedar, bakal lancarkan Hyundai Protection Plan	Funtasticko.net	<a href="https://www.funtasticko.net/hyundai-motor-malaysia-tambah-rangkaian-pengedar-bakal-lancarkan-hyundai-protection-plan/">https://www.funtasticko.net/hyundai-motor-malaysia-tambah-rangkaian-pengedar-bakal-lancarkan-hyundai-protection-plan/</a>



Date	Headline	Media Outlet	URL Link
30/01/2026	Hyundai Expands Dealer Network and Insurance Partnerships	Carz Automedia Malaysia	<a href="https://www.carz.com.my/2026/01/hyundai-expands-dealer-network-and-insurance-partnerships">https://www.carz.com.my/2026/01/hyundai-expands-dealer-network-and-insurance-partnerships</a>
30/01/2026	Hyundai Expands Dealer Network and Insurance Partnerships	Newswav	<a href="https://newswav.com/article/hyundai-expands-dealer-network-and-insurance-partnerships-A2601_p6Wd3E">https://newswav.com/article/hyundai-expands-dealer-network-and-insurance-partnerships-A2601_p6Wd3E</a>
30/01/2026	AM Best Affirms Credit Ratings of Etiqa General Insurance Berhad	News Hub Asia	<a href="https://www.newshubasia.com/business-wire/?BusinessWireRelease=20260130734645-en">https://www.newshubasia.com/business-wire/?BusinessWireRelease=20260130734645-en</a>
28/01/2026	过节要更聪明地花钱！开销最大的日子，Maybank让你把消费和储蓄转换为实际的回馈！	Goody25	<a href="https://www.goody25.com/mind38138249">https://www.goody25.com/mind38138249</a>
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26/01/2026	UKM terima dana jariah RM550,000 daripada Etiqa perkukuh agenda kebajikan pelajar dan komuniti	Newswav	<a href="https://newswav.com/article/ukm-terima-dana-jariah-rm550-000-daripada-etiqua-perkukuh-agenda-kebajikan-p-A2601_FiMm5y">https://newswav.com/article/ukm-terima-dana-jariah-rm550-000-daripada-etiqua-perkukuh-agenda-kebajikan-p-A2601_FiMm5y</a>



Date	Headline	Media Outlet	URL Link
19/01/2026	Comprehensive Analysis of Malaysian Traffic Jurisprudence: The RM 300 Illegal U-Turn Penalty and the 2026 Regulatory Paradigm Shift	Motorist.my	<a href="https://www.kuwaitpr.com/2/14624/Etiga's-Project-Firefly-Reinforces-Mangrove-Ecosystem-in-Sungai-Panjang-in-Collaboration-with-Malaysian-Nature-Society">https://www.kuwaitpr.com/2/14624/Etiga's-Project-Firefly-Reinforces-Mangrove-Ecosystem-in-Sungai-Panjang-in-Collaboration-with-Malaysian-Nature-Society</a>



# NEWSFLASH

## Etiqua Insurance Singapore Launches Fire Safety Initiative For Seniors



Insurance | Singapore

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Etiqua Insurance Singapore is spearheading a fire safety initiative in Toa Payoh, targeting 500 senior households to enhance awareness of household fire risks and the importance of basic home protection. Partnering with Care Corner Senior Services, the initiative will take place on 15 and 23 January 2026, focusing on equipping seniors with the knowledge and tools to manage fire risks effectively.

The programme responds to a rise in household fires in Toa Payoh throughout 2025, as highlighted by the Singapore Civil Defence Force's 2024 annual report. Common fire causes include unattended cooking and overloaded electrical sockets. The initiative aims to address these risks through education and preparedness, particularly for seniors living independently in one of Singapore's highest senior-concentration areas.

Participants will attend a fire safety session led by Fire Armour, a leader in fire protection solutions, covering fire prevention and management at home. Each household will receive a lightweight one-kilogramme dry powder fire extinguisher. Volunteers will assist seniors in transporting the extinguishers, with direct distribution to selected households to ensure wider community reach.

Raymond Ong, CEO of Etiqua Insurance Singapore, stated, "At Etiqua, we believe insurance should help people feel ready for everyday risks, not only support recovery after something goes wrong. Fires are a real and immediate concern for many households, especially seniors living independently."

Sharon Tang, Deputy Director of Care Corner Senior Services, added, "Together with Etiqua, we are bringing fire safety education and support directly into the community to help seniors feel more confident and reassured in their daily lives."

This initiative underscores Etiqua Insurance's commitment to supporting seniors in ageing safely within their communities, providing practical support for greater confidence and peace of mind.



Date	Headline	Media Outlet	URL Link
19/01/2026	Why many young Singaporeans expect million-dollar inheritance from their parents	Singapore Law Watch	<a href="https://www.singaporelawwatch.sg/Headlines/why-many-young-singaporeans-expect-million-dollar-inheritance-from-their-parents">https://www.singaporelawwatch.sg/Headlines/why-many-young-singaporeans-expect-million-dollar-inheritance-from-their-parents</a>
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15/01/2026	Etiqa Insurance Singapore launches fire safety initiative for seniors	Newsflash Asia	<a href="https://www.newsflashasia.com/etiqa-insurance-singapore-launches-fire-safety-initiative-for-seniors/">https://www.newsflashasia.com/etiqa-insurance-singapore-launches-fire-safety-initiative-for-seniors/</a>