Etiqa's Media Clippings of March 2021

(As at 29 March 2021)

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17 March 2021, Utusan Malaysia

EFTB & EGTB Appoint MUIP as Corporate Agent

Muip, 3 syarikat insurans bekerjasama

KUANTAN: Syarikat milik penuh Majlis Ugama Islam dan Adat Resam Melayu Pahang (Muip), Muip Holding Sdn. Bhd. (MHSB) dilantik sebagai wakil korporat takaful am dan takaful keluarga kepada tiga syarikat insurans.

Tiga syarikat terbabit ialah Etiqa FamilyTakaful Berhad, Etiqa General Takaful Berhad dan Takaful Ikhlas General Berhad.

Majlis menandatangani pelantikan itu disempurnakan oleh Ketua Pegawai Eksekutif (CEO) MHSB, Mustaqim Zaim bersama CEO Etiqa Family Takaful, Zafri Ab. Halim; CEO Etiqa General Takaful, Shahrul Azuan Mohamed dan CEO Takaful Ikhlas General, Eddy Azly Abidin di sebuah hotel di sini, semalam.

Majlis disaksikan oleh CEO Muip, Datuk Ahmad Hairi Hussain.

Ahmad Hairi berkata, pemilihan ketiga-tiga syarikat takaful itu sejajar dengan hala tuju MHSB dalam membentuk sebuah entiti peniagaan patuh syariah yang holistik dan berdaya maju selaras dengan cabaran perniagaan semasa.



AHMAD Hairi Hussain (kiri) bersama Mustaqim Zaim (tengah) dan Zafri Ab. Halim selepas majlis menandatangani dokumen pelantikan Muip sebagai ejen korporat di Kuantan, semalam. - UTUSAN/AINAL MARHATON ABD. GHANI

Katanya, pelantikan itu secara tidak langsung akan memberi manfaat kepada MHSB di mana bayaran komisen kepada pihak ketiga dapat dihapuskan, secara tidak langsung dapat mengoptimumkan penggunaan dana dalam menjalankan perniagaan syarikat.

"Pelantikan ini adalah satu titik tolak bagi Muip dan MHSB dalam mengharungi norma baharu dengan isu pandemik yang menggugat ekonomi serta kesejahteraan sejagat.

"Justeru, saya merasakan amat perlu untuk kami turut serta di dalam perkhidmatan takaful yang mampu melindungi dan memperkukuhkan ekonomi serta kesejahteraan untuk kekal relevan dalam persaingan ekonomi global," katanya kepada *Utusan Malaysia* semalam.

Sementara itu, Zafri berkata, pelantikan MHSB tepat pada waktunya terutama dalam situasi wabak Covid-19 masih belum berakhir.

28 March 2021, Bernama
Program Bantuan Pendidikan Etiqa

BERNAMA.com

BERITA COVID-19 n tertinggi dengan 426 kes | COVID:

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1 Mac - 30 April 2021
1 Jun - 30 Jun 2021

AM

IAM, Etiqa Takaful sedia RM250,000 bantu calon UPSR luar bandar



Presiden Islamic Aid Malaysia (IAM) Zawahir Abdullah (tengah) menyerahkan replika Bantuan Pendidikan Etiqa kepada Guru Besar SK Salor, Rozman Mohd Zain (kanan) dan Guru Besar SK Bukit Jarum, Abdul Rahim Abdullah (kiri) pada Majlis Perasmian Program Bantuan Pendidikan Peringkat Negeri Kelantan di Pejabat Penggawa Daerah Salor.

PASIR MAS, 28 Mac -- Islamic Aid Malaysia (IAM), yang menjalin kerjasama dengan Etiqa Takaful, memperuntukkan RM250,000 bagi membantu meningkatkan tahap pendidikan murid di luar bandar menerusi Program Bantuan Pendidikan Etiqa.

Presiden IAM Zawahir Abdullah berkata peruntukan daripada hasil zakat Etiqa Takaful itu dapat dimanfaatkan oleh 300 murid di Kedah dan 100 murid di Kelantan sebagai persediaan untuk menduduki Ujian Pencapaian Sekolah Rendah (UPSR).

Katanya, program berkenaan melibatkan program tuisyen yang akan bermula bulan depan sehingga Julai dengan sebanyak lima subjek teras untuk calon UPSR akan diberikan tumpuan.

"Bagi tahun ini,di Kelantan seramai 100 orang murid Tahun 6 yang kurang berkemampuan dari dua sekolah iaitu Sekolah Kebangsaan (SK) Salor dan Sekolah Kebangsaan Bukit Jarum dipilih untuk menerima bantuan ini sebagai persediaan mereka menduduki UPSR.

"Bagi memastikan projek ini dapat dilaksanakan dengan jayanya, setiap murid turut diberikan modul pembelajaran serta buku latih tubi untuk membolehkan membuat latihan serta rujukan," katanya kepada pemberita pada majlis perasmian Program Bantuan Pendidikan Peringkat Negeri Kelantan di Pejabat Penggawa Daerah Salor, di sini, hari ini.

Mengulas lanjut, Zawahir berkata projek jangka panjang ini juga turut mendapat kerjasama dan sokongan daripada Pejabat Pelajaran Daerah (PPD) dan sekolah-sekolah yang terlibat.

Katanya, pihaknya selaku badan bukan kerajaan (NGO) pelaksana akan mengendalikan serta memantau program berkenaan khususnya daripada segi pengagihan bantuan kewangan serta mendapatkan maklum balas berkaitan prestasi kesemua murid yang terlibat.

Walaupun kita belum pasti sama ada UPSR dapat dilaksanakan susulan penularan wabak COVID-19 di seluruh negara namun kita tetap teruskan perkara ini sebagai persediaan murid, katanya.

Beliau turut berkata menerusi program yang dilaksanakan sejak lima tahun lepas itu, ia sekali gus dapat meringankan beban keluarga murid yang terlibat terutamanya ketika negara masih berhadapan situasi pandemik COVID-19.

Jelasnya, program itu juga menyediakan kemudahan makanan percuma sebelum bermulanya kelas tambahan bagi memudahkan murid mengikuti kelas tanpa perlu berulang alik ke rumah.

"Malah, bagi memantapkan program ini, bengkel motivasi juga akan diadakan pada Ogos nanti sebelum pelajar menduduki UPSR," katanya.

-- BERNAMA

28 March 2021, GPS Bestari
Program Bantuan Pendidikan Etiqa

GPS BESTARI
KOMUNITI PENDIDIKAN



Presiden IAM, Zawahir (tengah) menyerahkan replika Bantuan Pendidikan Etiqa kepada Guru Besar Sekolah Kebangsaan Salor, Rozman Mohd Zain (kanan) dan Guru Besar Sekolah Kebangsaan Bukit Jarum, Abdul Rahim Abdullah (kiri) pada Majlis Perasmian Program Bantuan Pendidikan Peringkat Negeri Kelantan di Pejabat Penggawa Daerah Salor. FOTO: BERNAMA

IAM, Etiqa Takaful jalin kerjasama, sedia RM250,000 bantu calon UPSR luar bandar

28 Mac 2021

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"Malah, bagi memantapkan program ini, bengkel motivasi juga akan diadakan pada Ogos nanti sebelum pelajar menduduki UPSR," katanya - BERNAMA

16 March 2021, Oriental Daily
Etiqa Continues Its Free Mammogram Programme Despite COVID – Phase 4



健康 发布于 2021年03月16日 09时00分 • 最后更新 2天前 • 报导：杨洁思 图片：互联网

【抗癌】Etiqa Cares 免费乳腺癌筛查计划

乳腺癌是世界各地的女性中最常见的癌症，患病风险将随著年龄的增长而增加，在50岁至59岁的女性中诊断出的患病率最高。如果早期发现并接受治疗，存活率得到了普遍提高。筛查通常在乳房未出现任何症状前检查它是否患有癌症，虽然筛查不能预防乳腺癌，但它可以帮助你及早发现癌症，以便在恶化前及时介入治疗，阻断癌细胞发展。

鉴于了解乳腺癌筛查的重要性，Etiqa保险及马来西亚国家癌症协会（National Cancer Society of Malaysia，NCSM）合作展开免费乳腺癌筛查计划，致力于解决我国女性健康的问题。

自2017年7月至今，这项名为“Etiqa Cares”的计划已完成了3个阶段，为大马半岛1万7000名贫困妇女进行免费乳房X光检查（Mammogram），共耗费653万令吉。今年迎来第四阶段，这项为期一年的全国性计划预计花费204万令吉，目标是为6000名40岁及以上的贫困妇女提供乳腺癌筛查。凡符合资格的妇女将被送到NCSM或指定医院接受检查。

如今，为了遵守标准作业程序，大多数人选择减少到公众场合，尤其是医院，以避免感染病毒，从而推迟了乳腺癌筛查。NCSM负责人丹斯里拉菲达阿兹（Tan Sri Rafidah Aziz）表示：“由于这场大流行病，我国医疗机构将专注力放在对抗疫情，其他疾病的检查工作受到了一定程度的影响，乳腺癌筛查的情况更处于倒退阶段。乳腺癌是大马女性中排名第一的癌症，延迟筛查对高风险族群有害。为此，我们感谢合作伙伴Etiqa持续为照顾我国妇女健康的付出，尤其是在当前最困难的时期。”

Etiqa旗下公司Maybank Ageas Holdings Berhad（MAHB）董事主席拿督R卡鲁纳卡兰（Datuk R. Karunakaran）表示，为了提倡我国女性了解及早发现疾病的重要性，Etiqa和NCSM竭尽所能，鼓励更多妇女报名参加该计划。“我们希望民众了解到，乳腺癌筛查和新冠肺炎筛查同等重要，因此我们将提供免费载送服务。这项免费的乳房X光检查也会尽量避免接受检测的妇女长时间待在拥挤的医疗机构，尽可能降低感染风险，因此符合筛查条件的女性大可放心。”他续道：“尽管面临严峻的经济挑战，我们仍然致力于社区服务，以提高人民对癌症的意识。”

拉菲达补充说明，疫情时期，女性更应该把握机会进行乳腺癌筛查，注重自己的身体健康，不要等到症状显现或癌症恶化才来后悔。“癌症的进程迅速，不容小觑。在预防新冠病毒的同时，也应该关心身体各部位的健康情况。”

8 March 2021, Loan Street

Etiqa Continues Its Free Mammogram Programme Despite COVID – Phase 4

5 Initiatives for WOMEN You Didn't Know About!

UPDATED 17 MAR 2021 – BY TEAM LOANSTREET



It's pretty common to hear (even in today's modern society) stories of women facing discrimination almost daily. The wage gap, street harassment, equal division of childcare, media representation and discrimination in the workforce. In some countries, women need to pay tax for their sanitary products, a basic necessity. This happened in Malaysia too up until 2018 when the government decided to exempt the said products from tax. But, that's not the end of discrimination that's happening around the world.

So much so that International Women's Day carries the theme of #ChooseToChallenge. Gloria Steinem, world-renowned feminist, journalist and activist once explained, "The story of women's struggle for equality belongs to no single feminist nor any one organisation but to the collective efforts of all who care about human rights."

In the spirit of this campaign, we've decided to take a look at **initiatives that are aimed exclusively at Malaysian women**: to assist, empower and make a positive difference for all of them.

1. FREE Breast Cancer Screening

Did you know that Malaysian women are more inclined to develop cancer as compared to men? According to the Health Ministry's Malaysian Study on Cancer Survival (MySCan), between the years of 2007 and 2011, there were 99.3 cases per 100,000 people involving females, whereas for males it was at 86.9 cases.



Where to check? Haa, why not **apply for SOCSO Health Screening Programme** (if you guys are a member)! They'll give you the voucher once you've reached 40 years old. You could even do a pap smear. Unfortunately, this programme is currently postponed to make way for Prihatin Screening Programme (thanks to our reader Sook Ngee Belinda Sim for informing us!).

FYI, in partnership with the National Cancer Society of Malaysia (NCSM), Etiqa has launched its Free Mammogram Programme – Phase 4 for 6,000 **underprivileged women aged 40 and above**. In a statement, Etiqa and NCSM said the **one-year nationwide programme** is worth RM2.04 million and falls under Etiqa Cares, Etiqa's flagship corporate responsibility commitment towards healthy living.

Eligible women and interested community leaders are encouraged to call NCSM at 03-2698 7300 for more enquiries.

4 March 2021, The Star

Etiqa Continues Its Free Mammogram Programme Despite COVID – Phase 4

NEW STRAITS TIMES

HEAL

Free breast cancer screening

By Meera Murugesan
March 4, 2021 @ 8:00am

IN partnership with the National Cancer Society of Malaysia (NCSM), Etiqa has launched its Free Mammogram Programme – Phase 4.

This is the fourth phase of Etiqa and NCSM's commitment to address Malaysian women's health, this time by providing free breast cancer screening for 6,000 underprivileged women, aged 40 and above. The one-year, nationwide programme is worth RM 2.04 million, and falls under Etiqa Cares, Etiqa's flagship corporate responsibility commitment towards healthy living.

This follows the successful completion of Phase 1, Phase 2, and Phase 3 of Etiqa's Free Mammogram Programme, where a total of RM 6.53 million was contributed towards free mammograms that benefitted 17,000 underprivileged women across Peninsular Malaysia. Eligible women from communities around Malaysia were transported to the NCSM Centre in Kuala Lumpur, or appointed hospitals for the free mammograms.

The partnership, which was first launched in July 2017, saw Etiqa and NCSM embarking on a journey to raise awareness on the importance of early detection in improving breast cancer survival rates amongst underprivileged women.

Unfortunately, the pandemic coupled with movement restrictions and the fear of contracting Covid-19, has led many women to stay home and self-isolate, causing them to defer their screening.

Etiqa and NCSM continue to support the government's aspiration in reaching as many women as possible to sign up for the programme, in spite of movement restrictions.

Wherever possible, Etiqa will help transport the women to available facilities for screening.



Breast cancer is the number one cancer among women in Malaysia. Picture: Created by jcomp - www.freepik.com

Maybank Ageas Holdings Berhad (MAHB),chairman, Datuk R. Karunakaran says the programme will continue to create a positive impact, as well as spread awareness on the importance of breast cancer screening among underprivileged women, especially in these trying times.

MAHB is the parent company of Etiqa General Insurance Berhad, Etiqa Life Insurance Berhad, Etiqa General Takaful Berhad, and Etiqa Family Takaful Berhad.

"This is a timely reminder for women to focus on their health, and to take the opportunity to get themselves screened. Transportation will be provided, screenings are free, and the results will be shared soon after. Therefore, women can now easily get screened even with movement restrictions in place."

NCSM principal patron, Tan Sri Rafidah Aziz says due to the pandemic, hospitals and health facilities are currently more focused on Covid-19 cases and because of this, most Malaysians, especially women, are unable to get access to cancer screening.

This is especially detrimental to those at risk of breast cancer, which is the number one cancer among women in Malaysia.

This free mammogram programme helps empower and enable women at risk to be screened early, in low-risk settings, without congesting already overcrowded government facilities.

NCSM works with local communities and NGOs across the country to identify underprivileged women for the free mammogram programme. Eligible women and interested community leaders are encouraged to call Adibah from NCSM at 03-2698 7300 for further enquiries.

meera@mediaprima.com.my

2 March 2021, Marketing Malaysia

Etiqa Continues Its Free Mammogram Programme Despite COVID – Phase 4

malaysia marketing

MALAYSIA MARKETING

Reminding women to get screened, Etiqa launches 4th phase of Free Mammogram Programme

By Siti on March 2, 2021



Etiqa officially launched the fourth phase of its Free Mammogram Programme together with the National Cancer Society of Malaysia (NCSM), today. The programme aims to provide free breast cancer screenings to 6,000 women aged 40 and above.

Etiqa said the programme provides free breast cancer screenings for 6,000 underprivileged women aged 40 and above.

"The fear of contracting Covid-19 may have motivated people to stay home and self-isolate, causing them to choose to defer their screening," Etiqa explained in a statement released today. "Getting one screened for breast cancer is just as important as getting one screened for Covid-19, therefore, wherever possible, Etiqa will help to transport the women to the available facilities for screening."

The fourth phase of the programme comes after the earlier phases which benefited 17,000 underprivileged women across West Malaysia and the cost for the first three amounted to RM 6.53 million.

"With Covid-19 being the focus right now in healthcare institutions, cancer screening has taken a backseat. Therefore, this is a timely reminder for women to focus on their health, and to take the opportunity to get themselves screened.

As COVID-19 has taken the center stage in terms of global health initiatives for the past year, Etiqa wants this programme to also serve as a timely reminder for women to screen themselves

"Transportation will be provided, screenings are free, and the results will be shared soon after," said chairman of Maybank Ageas Holdings Berhad (MAHB), the parent company of Etiqa, Datuk R. Karunakaran.

Tan Sri Rafidah Aziz, NCSM's principal patron, said the free mammogram programme helps to empower and enable women at risk to be screened early, in low-risk settings, without congesting already overcrowded government facilities.

"We are proud and honoured that Etiqa, our partner, is committed as an entity to continue caring for Malaysians, especially during these current times that are most difficult," she said in a statement.

In conjunction with International Women's Day (IWD) happening on 8 March, MARKETING Magazine is declaring the whole month of March as celebrate of Malaysian women in the industry and brand campaigns that aim to empower women and start a discussion on existing gender inequality.