



Etiqua's Media Clippings of July 2026 **(1 – 31 July 2026)**

18 July 2026, Berita Harian

Etiqa Launches Phase 6 of Etiqa Free Cervical Screening with ROSE Foundation



Wanita 30 hingga 65 tahun digesa jalani saringan HPV DNA, cegah kanser serviks

Oleh Nurhazim Osman - July 18, 2026 @ 3:21pm



Timbalan Menteri Kesihatan, Datuk Hanifah Hajar Taib melawat pameran selepas menghadiri Pelancaran Fasa 6 Program Saringan Serviks Percuma Etiqa dengan kerjasama Yayasan ROSE, di Bilik Seminar, PAUM Clubhouse. - Foto NSTP/Hazreen Muhammad



KUALA LUMPUR: Wanita berusia antara 30 hingga 65 tahun digesa menjalani saringan kanser serviks menerusi ujian Virus Papiloma Manusia (HPV) DNA bagi mengesan penyakit itu pada peringkat awal.

Timbalan Menteri Kesihatan, Datuk Hanifah Hajar Taib, berkata kanser serviks ialah antara jenis kanser yang boleh dicegah dan dirawat sekiranya mereka disahkan bebas daripada penyakit.

"Proses saringan sangat mudah. Sekiranya terdapat petunjuk awal, pesakit akan dibimbing untuk mendapatkan rawatan dan akses kepada doktor sehingga mereka disahkan bebas daripada penyakit.

"Ini menunjukkan kanser serviks adalah penyakit yang boleh diuruskan jika dikesan pada peringkat awal," katanya pada sidang media selepas menghadiri Program Saringan Kanser Serviks Percuma Etiqa Fasa 6 bersama ROSE Foundation di Rumah Kelab Persatuan Alumni Universiti Malaya (PAUM), di sini, hari ini.

Turut hadir, Ketua Pegawai Eksekutif Etiqa Life Insurance Berhad, Leong Su Yern; Pengurus Yayasan ROSE, Datuk Prof Dr Adebba Kamaruzaman dan Wakil Perubuhan Kesihatan Sedunia (WHO) dan Ketua Pejabat WHO Malaysia, Brunei dan Singapura, Dr Rabindra Abeyasinghe.

Hanifah Hajar berkata, masih ramai wanita beranggapan mereka bebas daripada risiko kanser serviks kerana tidak mengalami sebarang gejala, sedangkan penyakit itu boleh berkembang secara senyap tanpa menunjukkan tanda pada peringkat awal.

Bellau berkata, wanita di kawasan pedalaman pula masih berdepan pelbagai kekeangan untuk menjalani saringan, termasuk faktor jarak, kos perjalanan dan akses terhad kepada kemudahan kesihatan.

"Seperti wanita di Sarawak, yang perlu membuat bus sebelum meneruskan perjalanan darat selama beberapa jam semata-mata untuk mendapatkan pemeriksaan di hospital.

"Justeru, usaha meningkatkan kesedaran serta memperluaskan akses kepada saringan perlu terus diperkasa supaya lebih ramai wanita menjalani pemeriksaan awal sebelum penyakit menjadi lebih serius," katanya.

Dalam pada itu, Hanifah Hajar berkata, Kementerian Kesihatan (KKM) kekal komited merealisasikan sasaran yang digariskan dalam Pelan Tindakan Ke Arah Penghapusan Kanser Serviks di Malaysia 2021-2030 melalui pendekatan menyeluruh yang merangkumi pencegahan, saringan, diagnosis dan rawatan susulan.

Bellau berkata, kerjasama strategik antara KKM dan Yayasan ROSE yang diperkukuh menerusi Memorandum Persefahaman (MoU) dimeterai tahun lalu, selain pelaksanaan Program Saringan Serviks Percuma Etiqa, membukakan kerajaan, sektor swasta dan pertubuhan komuniti mampu berganding bahu memperluaskan akses kepada saringan, khususnya bagi wanita yang berdepan kekeangan mendapatkan perkhidmatan kesihatan.

"Usaha bersama ini penting bagi memastikan lebih ramai wanita menjalani saringan awal, sekali gus meningkatkan peluang mengesan dan merawat penyakit pada peringkat awal," katanya.

Sementara itu, Pengasas dan Pemegang Amanah Yayasan ROSE, Prof Dr Woo Yin Ling, berkata ujian HPV DNA kini dikira sebagai standard emas dalam saringan kanser serviks, selaras dengan sasaran WHO untuk menghapuskan penyakit itu sebagai masalah kesihatan awam.

Bellau berkata, berdasarkan bukti saintifik, wanita hanya perlu menjalani ujian HPV DNA sebanyak dua kali sepanjang hayat bagi mengurangkan risiko kanser serviks secara signifikan.

Katanya, wanita kini boleh menjalani saringan menggunakan kit swab pensampelan sendiri yang disediakan di lebih 60 klinik kesihatan dan hospital kerajaan di seluruh negara, sekali gus memudahkan mereka mendapatkan saringan tanpa perlu menjalani prosedur yang lebih rumit.

"Ini bukan lagi mengenai melakukan 15 kali pap smear. Apa yang diperlukan ialah dua kali saringan HPV DNA sepanjang hayat.

"Penyelidikan sudah membuktikan keberkesanannya. Kini tanggungjawab kita sebagai masyarakat adalah memastikan semua wanita mempunyai akses kepada ujian ini tanpa mengira lokasi atau kemampuan kewangan," katanya.



星洲日報

SIN CHEW DAILY



拉比阿貝亞辛赫（左起）、戴淑惠、哈妮法、胡燕玲、阿蒂巴及瑪麗亞薩維爾一同推介第六階段免費子宮頸癌篩查計劃。（陳敬輝攝）

許多未婚女不敢婦檢

副衛長：怕被誤解恐錯過治療

【八打灵再也18日讯】卫生部副部长拿督哈妮法指出，我国社会对妇科检查仍存在刻板印象，导致不少未婚年轻女性因担心被误认为有性生活或怀孕，而对接受妇科检查感到犹豫。

她今日在Etiqua保险公司与玫瑰基金会第六阶段免费子宫癌筛查计划推介礼上致词时说，接受妇科检查并不代表女性有性生活，而是为了处理与女性生殖系统相关的健康问题。

“无论是否有性生活，都有接受检查的需要。”

她指出，子宫癌在马来西亚仍然是一个严重的健康问题，但也是少数可以预防的癌症之一。

65%女性3年未做子宫癌筛查

她说，我国约65%的女性在过去3年内未曾接受子宫癌筛查，意味着许多女性可能错过了在癌变前及早发现病变的机会。

“通过接种人乳头瘤病毒疫苗、定期筛查及早治疗，我们可以保护更多女性，并挽救更多生命。”

哈妮法指出，卫生部目前设有专为青少年提供心理健康及戒烟等服务的诊所，但她认为，当局应进一步提升妇科服务的可及性，让年轻女性更容易获得相关医疗服务。

她说，当局也必须深入了解Z世代的思维模式，因为他们的价值观与上一代不同。若能够以他们能够接受及认同的方式传达健康资讯，他们更愿意接受筛查及寻求医疗服务。

她坦言，目前无论政府或私人医疗体系，在相关服务设施方面仍有改善空间，必须确保公众

更容易获得妇科医疗服务。

“我们必须依据真实数据和适当的分析来应对问题，同时让公开谈论女性健康成为常态，并鼓励年轻人在面对任何健康问题都能够及早寻求帮助。”

阿蒂巴：已为逾2万女性筛查

玫瑰基金会主席拿督阿蒂巴指出，基金会希望与卫生部携手合作，让大马成为本区域最早实现世界卫生组织消除子宫癌目标的地区之一。

“目前为止，我们已经在金马为超过2万8700名女性进行筛查”。

她说，免费子宫癌筛查计划至今共发现6宗早期子宫癌病例，并通过及早发现及治疗癌前病变，估计成功避免220名女性发展成子宫癌。

“该计划也一直以医疗资源不足的社区为重点服务对象，确保地理位置不会成为女性接受预防医疗服务的障碍。”

Etiqua保险公司首席执行官梁淑惠指出，子宫癌目前是我国第六大最常见癌症，每年约有1900宗新病例及逾1000宗死亡病例。

她指出，虽然我国在子宫癌防治方面已取得一定进展，但仍有许多女性因恐惧、缺乏认知、经济负担等因素而未定期接受筛查。

Etiqua保险公司与玫瑰基金会第六阶段免费子宫癌筛查计划推介礼今日在白沙罗大校友会会所举行。出席者包括玫瑰基金会创办人兼受托人胡燕玲、理事玛丽亚萨维利以及世界卫生组织马来西亚、汶莱及新加坡代表拉比阿贝亚辛赫。



TheStar

Making cervical cancer screening accessible to all Malaysian women

By NADIAHALA
Wednesday, 22 Jul 2026 | 3:00 PM MYT



Despite cervical cancer affecting women's lives, many are still reluctant to get screened due to fear and stigma. Photo: Magallic

For a disease that is largely preventable, cervical cancer continues to affect lives as too many women are skipping to get screened regularly.

Around 7% of Malaysian women are estimated to be carrying the Human papillomavirus (HPV) - the main cause of cervical cancer.

However, only less than half of women in Malaysia have undergone screening for cancer due to factors such as accessibility, fear and social stigma.

This gap is what the sixth phase of Etiqa's "Free Cervical Screening Programme" with Rose Foundation hopes to bridge as the initiative expands to reach more vulnerable communities, including women with disabilities.

Officiated by Deputy Health Minister Datuk Hanifah Hajar Talib last Saturday in Kuala Lumpur, the programme is backed by a RM1.2mil contribution from Etiqa and aims to strengthen Malaysia's efforts in eliminating cervical cancer through early detection and intervention.

Since the partnership began in 2019, Program Rose (which stands for "Removing Obstacles to Cervical Screening") has resulted in more than 28,700 women being screened for the disease.

The initiative has helped identify 1,488 women with HPV infection, with 88% of them successfully referred to government hospitals and clinics for further care.



Hanifah highlights the importance of collaboration between sectors to make preventative healthcare accessible for women. Photo: Rose Foundation

"The fight against cervical cancer begins long before a woman enters a hospital or clinic. It starts with knowledge, early screening and the confidence to take action before the disease has a chance to develop," Hanifah explained in her speech.

Better hope for women

The active collaboration between the government, private sector and community organisations can make preventative healthcare more accessible, Hanifah shared during the launch.

"Today, about 65% of women in our country have not gone for cervical screening in the past three years. This means many women may miss the chance for early detection before it becomes cancerous.

"This programme is more than a screening initiative, it is a commitment to giving women hope, protecting lives and ensuring that every woman has the opportunity to live a healthier future."

She also highlighted the HPV DNA self-sampling (allowing individuals to privately and comfortably collect their own swabs for testing) as a simple and convenient method that helps overcome barriers, making it easier for women to come forward and get tested.

Rose Foundation chairman Prof Datuk Dr Adeeba Kamarulzaman said the organisation's mission is to also ensure that no woman has to go through this journey on their own.

"Through self-sampling, validated laboratory testing, a digital health registry and personalised linkage to care, we provide women with a seamless screening journey - from screening and receiving their results to accessing timely follow-up care where needed."

She added that this phase would place greater emphasis on reaching underserved communities - including women with disabilities - while supporting the country's transition towards HPV DNA screening and meeting the national cervical cancer elimination targets.

Etiqa Life Insurance Berhad chief executive officer Leong Su Yern said the insurance company remains committed to removing financial barriers that prevent women from accessing potentially life-saving screening.

"Detecting cervical cancer early not only leads to better health outcomes, but also helps reduce the emotional and financial strain that late-stage illness can place on individuals and their families," she said.

"Every woman screened is a woman empowered, every woman protected is a family strengthened, and healthier families build stronger communities and a stronger nation."



Through the initiative, Dr Adeeba would like women to be reminded that nobody should navigate the journey alone. Photo: Rose Foundation



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NEWS

Hospitals Not Selected Under MHIT Scheme May Face Patient Volume Pressure

By Business Today Editorial July 8, 2026

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RHB Investment Bank Bhd (RHB Research) maintained its OVERWEIGHT call on the healthcare sector, with KPJ Healthcare Bhd, LAC Med Bhd and Duopharma Biotech Bhd as its top picks as the MediAsas Base Medical and Health Insurance/Takaful Plan (MHIT) pilot programme prepares to begin at the end of July.

RHB Research said the pilot programme could benefit selected healthcare operators as Malaysia moves towards improving medical affordability while preparing for the phased implementation of the diagnosis-related groups (DRG) payment system in private hospitals.

The three-month MediAsas pilot will be conducted in the Klang Valley until October 2026, involving six insurers and takaful operators including AIA, Allianz Malaysia, Great Eastern Malaysia, Prudential BSN Takaful, Etiqua and Syarikat Takaful Malaysia Keluarga alongside selected hospitals.

The research house said indicative monthly premiums are expected to range between RM60 and RM550 for individuals entering the plan up to age 70, with coverage extending until age 85. Final pricing will be confirmed ahead of the nationwide rollout scheduled for January 2027.

July 2026 Etika Mentions – Malaysia



Date	Headline	Media Outlet	URL Link
22/07/2026	Making cervical cancer screening accessible to all Malaysian women	The Star Online	https://www.thestar.com.my/lifestyle/family/2026/07/22/making-cervical-cancer-screening-accessible-to-all-malaysian-women
19/07/2026	Phase 6 of Etika's Free Cervical Screening Programme with ROSE Foundation officially launched	TrendGrnd	https://trendgrnd.com/phase-6-of-etikas-free-cervical-screening-programme-with-rose-foundation-officially-launched/
19/07/2026	许多未婚女不敢妇检Many unmarried women are afraid to undergo gynecological examinations.	Sin Chew Daily (Print Edition)	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202607/20260719/news-1501839-20260719-2325-1784419944448.pdf
18/07/2026	Saringan HPV sendiri perkasa pencegahan kanser serviks	TVS	https://www.tvsarawak.my/2026/07/18/saringan-hpv-kendiri-perkasa-pencegahan-kanser-serviks/
18/07/2026	Saringan HPV sendiri perkasa pencegahan kanser serviks	Lumi News	https://luminews.my/news/4493907
18/07/2026	怕被误解 大马65%女性3年未做子宫颈癌筛查	亚视新闻东南亚	https://atvnewsonline.com/world/%E6%80%95%E8%a2%ab%e8%af%af%E8%A7%A3-%E5%A4%77%E9%A9%ac65%E5%A5%B3%E6%80%A73%E5%B9%B4%E6%9C%AA%E5%B1%9A%E5%AD%90%E5%AE%AB%E9%A2%88%E7%99%8C%E7%AD%9B%E6%9F%A5/
18/07/2026	怕被误解 大马65%女性3年未做子宫颈癌筛查	Newswav	https://newswav.com/article/%E6%80%95%E8%A2%AB%E8%AF%AF%E8%A7%A3-%E5%A4%77%E9%A9%AC65-%E5%A5%B3%E6%80%A73%E5%B9%B4%E6%9C%AA%E5%B1%9A%E5%AD%90%E5%AE%AB%E9%A2%88%E7%99%8C%E7%AD%9B%E6%9F%A5-A2607_wr2Zry



Date	Headline	Media Outlet	URL Link
18/07/2026	怕被误解 大马65%女性3年未做子宫颈癌筛查	Lumi News	https://luminews.my/news/4493629
18/07/2026	Wanita 30 hingga 65 tahun digesa jalani saringan HPV DNA, cegah kanser serviks	Berita Harian	https://www.bharian.com.my/berita/nasional/2026/07/1589932/wanita-30-hingga-65-tahun-digesa-jalani-saringan-hpv-dna-cegah
18/07/2026	副卫长：怕被误解不敢妇检 65%女性3年未做子宫颈癌筛查	Sin Chew Daily - Happy Sunday / 星洲日报 快乐星期天	https://www.sinchew.com.my/news/20260718/nation/7680811
27/07/2026	A Vet Fee Benchmark Could Change What You Pay For Pet Care	RinggitPlus	https://ringgitplus.com/en/blog/household-budgeting/a-vet-fee-benchmark-could-change-what-you-pay-for-pet-care.html
27/07/2026	A Vet Fee Benchmark Could Change What You Pay For Pet Care	Newswav	https://newswav.com/article/a-vet-fee-benchmark-could-change-what-you-pay-for-pet-care-A2607_ZgMcRZ
27/07/2026	A Vet Fee Benchmark Could Change What You Pay For Pet Care	RinggitPlus - wpcomstaging.com	https://ringgitplus.wpcostaging.com/en/blog/household-budgeting/a-vet-fee-benchmark-could-change-what-you-pay-for-pet-care.html
30/07/2026	MyJPJ app – more benefits sought	The Star Online	https://www.thestar.com.my/news/nation/2026/07/30/myjpj-app---more-benefits-sought



Date	Headline	Media Outlet	URL Link
30/07/2026	MyJPJ app - more benefits sought	The Star (Print Edition)	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202607/20260730/news-1510239-20260730-2325-1785370975196.pdf
28/07/2026	835,146 pesara kini nikmati manfaat melalui dua inisiatif baharu JPA, Touch 'n Go e-Wallet & MyPesara Plus	Suara TV	https://suara.tv/28/07/2026/835146-pesara-kini-nikmati-manfaat-melalui-dua-inisiatif-baharu-jpa-touch-n-go-e-wallet-mypesara-plus/
27/07/2026	Touch 'n Go Pencil: JPA Perkenal Saluran Alternatif Bayaran Pencil Melalui TNG eWallet	eCentral	https://ecentral.my/touch-n-go-pencil/
27/07/2026	Touch 'n Go Pencil: JPA Perkenal Saluran Alternatif Bayaran Pencil Melalui TNG eWallet	Newswav	https://newswav.com/article/touch-n-go-pencil-jpa-perkenal-saluran-alternatif-bayaran-pencil-melalui-tn-A2607_DiiMlq
26/07/2026	MTA Reinforces Healthy Lifestyle Advocacy Via Takaful4All Inter-TO Futsal Tournament 2026	BERNAMA	https://www.bernama.com/en/general/news.php?id=2585972
25/07/2026	MTA PERKUKUH GAYA HIDUP SIHAT MELALUI TAKAFUL4ALL INTER-TO FUTSAL TOURNAMENT 2026	Malaysian National News Agency	https://www.bernama.com/radio/news.php?id=2585967
23/07/2026	Malaysia Unveils 'MediAsas' Private Health Scheme	THE HINDU PRESS	https://thehindupress.com/malaysia-unveils-mediasas-private-health-scheme/



Date	Headline	Media Outlet	URL Link
29/07/2026	MediAsas: Insurans Kerajaan Baharu Premium Serendah RM60 Sebulan	Siakap Keli (Blog)	https://siakapkelimylaricles/mediasas-insurans-kerajaan-baharu-premium-serendah-rm60-sebulan
29/07/2026	MediAsas: Insurans Kerajaan Baharu Premium Serendah RM60 Sebulan	Newswav	https://newswav.com/article/mediasas-insurans-kerajaan-baharu-premium-serendah-rm60-sebulan-A2607_b2vvh1
29/07/2026	医疗卡理赔趋严格 能住院就住时代告终 Medical insurance claims are facing stricter scrutiny; the era of automatic hospitalization is over.	Nanyang Siang Pau (Print Edition)	https://ops.allasianews.com:8443/imageRepo/AAN_Library/Print/202607/20260716/news-1498600-20260716-2325-1784158341835.pdf
15/07/2026	医疗卡理赔趋严 “能住就住”时代告终	Nanyang Siang Pau / 南洋商报	https://www.enanyang.my/news/20260715/Nation/1314938
13/07/2026	Kerajaan Bakal Perkenal Program Insurans MediAsas, Ini Yang Rakyat Malaysia Perlu Tahu	The Rakyat Post	https://www.therakyatpost.com/trpbm/info/2026/07/13/kerajaan-bakal-perkenal-program-insurans-mediasas-ini-yang-rakyat-malaysia-perlu-tahu/
08/07/2026	Hospitals Not Selected Under MHIT Scheme May Face Patient Volume Pressure	Business Today	https://www.businesstoday.com.my/2026/07/08/hospitals-not-selected-under-mhit-scheme-may-face-patient-volume-pressure/
08/07/2026	Malaysia: Government-designed MediAsas to be launched by private insurers	Asia Insurance Review	https://www.asiainsurancereview.com/News/View-NewsLetter-Article/id/96095/Type/eDaily/Malaysia-Government-designed-MediAsas-to-be-launched-by-private-insurers

July 2026 Etiqa Mentions – Malaysia



Date	Headline	Media Outlet	URL Link
29/07/2026	Maybank And Etiqa Launch Nationwide Roadshow	RinggitPlus	https://ringgitplus.com/en/blog/bank-news/maybank-and-etiqua-launch-nationwide-roadshow.html
29/07/2026	Maybank And Etiqa Launch Nationwide Roadshow	RinggitPlus - wpcomstaging.com	https://ringgitplus.wpcomstaging.com/en/blog/bank-news/maybank-and-etiqua-launch-nationwide-roadshow.html/
29/07/2026	Maybank And Etiqa Launch Nationwide Roadshow	Newswav	https://newswav.com/article/maybank-and-etiqua-launch-nationwide-roadshow-A2607_PiEqLa



insurance
ASIA



Inside Etiqua Insurance Pte Ltd (Etiqua) and Singapore Telecommunications Ltd (Singtel)'s win at the Insurance Asia Awards 2026

Etiqua and Singtel's collaboration delivers seamless embedded insurance experiences through trusted ecosystems.

Angie Tan, Head, Advisory at Etiqua Insurance Pte Ltd (Etiqua), highlights how the company's integrated ecosystem model combines digital convenience with human expertise.

Meanwhile, Jason Goh, Director, Life Telcoassurance at Singapore Telecommunications Ltd (Singtel), shares how the partnership with Etiqua delivers embedded experiences through trusted ecosystems.

Together, both companies received the Embedded Insurance Initiative of the Year - Singapore award at the Insurance Asia Awards 2026, recognising their collaborative and customer-centric approach.

July 2026 Etiqa Mentions – Singapore



Date	Headline	Media Outlet	URL Link
22/07/2026	Inside Etiqa Insurance Pte Ltd (Etiqa) and Singapore Telecommunications Ltd (Singtel)'s win at the Insurance Asia Awards 2026	Insurance Asia	https://insuranceasia.com/videos/inside-etiqua-insurance-pte-ltd-etiqua-and-singapore-telecommunications-ltd-singtels-win-insurance-asia-awards-2026
08/07/2026	Top insurers honoured at Insurance Asia Awards 2026	Insurance Asia	https://insuranceasia.com/event-news/top-insurers-honoured-insurance-asia-awards-2026
09/07/2026	Top insurers honoured at Insurance Asia Awards 2026	EUROPE SAYS	https://www.europesays.com/ch/100452/
08/07/2026	Insurance Asia Awards 2026: Top Insurance Companies Honored	Insurance Khabar	https://english.insurancekhabar.com/insurance-asia-awards-2026-top-insurance-companies-honored-2/
08/07/2026	इन्सुरेन्स एसिया अवार्ड-२०२६: शीर्ष बीमा कम्पनीहरु सम्मानित (सूचीसहित)	Insurance Khabar	https://insurancekhabar.com/insurance-asia-awards-2026-top-insurance-companies-honored/
08/07/2026	Top insurers honoured at Insurance Asia Awards 2026	Insurance Asia	https://insuranceasia.com/event-news/top-insurers-honoured-insurance-asia-awards-2026
17/07/2026	Maybank XL Rewards Card boosts 4 mpd cap to S\$1,500 a month for new cardholders	Mainly Miles	https://mainlymiles.com/2026/07/17/maybank-xl-rewards-card-boosts-4-mpd-cap-1500-a-month/

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Date	Headline	Media Outlet	URL Link
05/07/2026	Review: Maybank XL Rewards Card	The MileLion	https://milelion.com/2026/07/05/review-maybank-xl-rewards-card/
17/07/2026	Singapore EVs become majority of new car registrations	Insurance Business ASIA	https://www.insurancebusinessmag.com/asia/news/auto-motor/singapore-evs-become-majority-of-new-car-registrations-582643.aspx
31/07/2026	Nobody Tells You This About Etiqa Travel Insurance	The Traveler	https://www.thetraveler.org/nobody-tells-you-this-about-etiqua-travel-insurance/
31/07/2026	How to Use Etiqa Travel Insurance Step by Step Before Your Trip	The Traveler	https://www.thetraveler.org/how-to-use-etiqua-travel-insurance-step-by-step-before-your-trip/
29/07/2026	When Etiqa Travel Insurance Makes Sense for Frequent Travelers	The Traveler	https://www.thetraveler.org/when-etiqua-travel-insurance-makes-sense-for-frequent-travelers/
28/07/2026	Etiqa Travel Insurance Review: Is It Worth It for 2026 Trips?	The Traveler	https://www.thetraveler.org/etiqua-travel-insurance-review-is-it-worth-it-for-2026-trips/

25 July 2026, Manila Standard Etika Philippines Marks Seven Years of Strengthening Customer Trust and Transforming Insurance



Manila Standard

Seven years of humanizing insurance: Etika Philippines strengthens trust through transformation

By MS Spotlight

July 25, 2026, 1:56 PM



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Estimated reading time: 2 minutes and 41 seconds

Insurance is ultimately built on trust—the promise to be present when people need help the most. For nearly seven decades, Etika Philippines has honored that promise, evolving alongside generations of Filipinos while making protection more accessible, responsive, and relevant. Today, as one of the country's leading composite insurers, it continues that mission through life, health, general insurance, and Takaful solutions anchored on its purpose of humanizing insurance. [Philippine investment guide](#)

Etika Philippines recently celebrated its seventh anniversary as the Etika brand, marking seven years since the company joined Etika International Holdings, the insurance arm of the Maybank Group. While the Etika name was introduced in the Philippines in 2019, the company traces its roots back to 1958, giving it nearly 70 years of insurance expertise in serving Filipino individuals, families, and businesses. The milestone reflects not only seven years of transformation under the Etika brand but also a legacy of protection and service that spans generations.

- Advertisement -

"Seven years as Etika represents more than a brand milestone. It reflects our continuous journey of transforming insurance to better serve the evolving needs of Filipinos," said Anthony Lou Bernabe, president and CEO of Etika Philippines. "Guided by our purpose of humanizing insurance, we remain committed to simplifying protection, strengthening customer relationships, and delivering on the promises we make to every customer, partner, and community we serve."

Backed by the strength of the Maybank Group, one of ASEAN's leading financial services groups, Etika provides customers with access to a broad ecosystem of insurance and financial solutions. Through its exclusive bancassurance partnership with Maybank Philippines and its Employee Benefits and Group Insurance business, the company serves both individual and corporate clients locally and internationally, including multinational organizations through its partnership with Insuport.

One of Etika's defining achievements over the past year has been its operational transformation to strengthen reliability, improve service delivery, and rebuild customer confidence. Throughout 2025, the company enhanced claims management, strengthened provider relationships, accelerated turnaround times, and elevated customer service standards, resulting in a significantly improved customer experience for customers, healthcare providers, and business partners.

These efforts translated into meaningful support when customers needed it most. In 2025 alone, Etika paid more than P1.8 billion in insurance claims, underscoring its commitment to honoring its promises and providing financial protection during life's most critical moments.

This customer-first approach has earned Etika consistent recognition from the Insurance Asia Awards since 2021 for initiatives in customer experience, customer service, and corporate social responsibility. The company's move to its new LEED-certified headquarters at The Atrium in Makati further reflects its commitment to innovation, employee well-being, and sustainability.

Seven years after becoming Etika, the company continues to build on its legacy with stronger partnerships, operational excellence, and people-centered innovation. Backed by the strength of the Maybank Group and guided by its purpose of humanizing insurance, Etika remains committed to making protection more accessible, reliable, and meaningful for Filipinos—today and for generations to come.

July 2026

Etiqa Mentions – The Philippines



Date	Headline	Media Outlet	URL Link
25/07/2026	Seven Years of Humanizing Insurance: Etiqa Philippines Strengthens Trust Through Transformation	Corner Magazine PH	https://www.cornermagazineph.com/2026/07/25/seven-years-of-humanizing-insurance-etiqua-philippines-strengthens-trust-through-transformation/
25/07/2026	Etiqa Philippines Marks Seven Years of Growth, Innovation, and Customer Confidence	TheManilaPost.net	https://themanilapost.net/etiqua-philippines-marks-seven-years-of-growth-innovation-and-customer-confidence/
25/07/2026	Etiqa Philippines Celebrates 7 Years of Humanizing Insurance	Headtopics Deutschland	https://ph.headtopics.com/news/etiqua-philippines-celebrates-7-years-of-humanizing-insurance-85931095
25/07/2026	Etiqa PH celebrates 7 years of transformation, trusted protection	The Manila Times	https://www.manilatimes.net/2026/07/25/tmt-newswire/etiqua-ph-celebrates-7-years-of-transformation-trusted-protection/2391393
25/07/2026	Seven Years of Humanizing Insurance: Etiqa Philippines Strengthens Trust Through Transformation	Manila Standard	https://manilastandard.net/spotlight/314770156/seven-years-of-humanizing-insurance-etiqua-philippines-strengthens-trust-through-transformation.html
25/07/2026	Etiqa Philippines Marks Seven Years Under Brand, Reinforces Commitment to Humanizing Insurance	FrontpagePH	https://frontpageph.com/etiqua-philippines-marks-seven-years-under-brand-reinforces-commitment-to-humanizing-insurance/
25/07/2026	Etiqa celebrates seven years with stronger customer-first strategy	Context.ph	https://context.ph/2026/07/25/etiqua-celebrates-seven-years-with-stronger-customer-first-strategy/

July 2026

Etiqua Mentions - The Philippines



Date	Headline	Media Outlet	URL Link
25/07/2026	Etiqua Philippines marks seven years of growth, innovation, and customer confidence	Philippine Daily Inquirer	https://business.inquirer.net/602557/etiqua-philippines-marks-seven-years-of-growth-innovation-and-customer-confidence

1 July 2026, i3 Investor

Etika Indonesia Joins Maybank's New Financial Conglomeration Structure to Strengthen Integrated Financial Services



CEO Morning Brief

Maybank Indonesia Becomes Financial Conglomeration Holding Company After Shareholder Approval



edginvest

Publish date: Wed, 01 Jul 2026, 09:36 AM

KUALA LUMPUR (June 30): Malayan Banking Bhd's (KL-MAYBANK) 98.52%-owned Indonesian unit, PT Bank Maybank Indonesia Tbk (Maybank Indonesia), has secured shareholder approval to become the operational financial conglomeration holding company for the Maybank Group's businesses in Indonesia, in line with the country's latest regulatory framework.

The approval was obtained at an extraordinary general meeting held on Monday (June 29), paving the way for Maybank Indonesia to acquire majority stakes in PT Maybank Asset Management, PT Maybank Sekuritas Indonesia and PT Asuransi Etika Internasional Indonesia, according to a Maybank statement on Tuesday.

The acquisitions form part of the establishment of Maybank Indonesia as the operational financial conglomeration holding company under Indonesia's Financial Services Authority (OJK) regulation governing financial conglomerates and their holding companies.

Following the restructuring, the financial conglomerate will comprise Maybank Indonesia as the holding company, alongside PT Maybank Sekuritas Indonesia, PT Maybank Asset Management, PT Asuransi Etika Internasional Indonesia, PT Maybank Indonesia Finance and PT Wahana Ottomitra Multiartha Tbk (WOM Finance).

Shareholders also approved amendments to Maybank Indonesia's articles of association to support the new structure and ensure compliance with the regulation.

Maybank president and group chief executive officer Datuk Seri Khairussaleh Ramli said the establishment of Maybank Indonesia as the financial conglomeration holding company marks an important milestone in advancing the group's ROAR30 strategy while strengthening its position as a leading financial services group in Asean.

"By bringing together our banking, wealth management, securities and insurance businesses, we will be better positioned to deliver seamless and customer-centric financial solutions that meet the evolving needs of individuals and businesses across Indonesia," he said.

Maybank Indonesia president director Steffano Ridwan said the new structure represents more than a corporate reorganisation.

He said the financial conglomerate would strengthen the group's ability to generate synergies across its various entities, accelerate innovation and drive sustainable growth, while creating long-term value for stakeholders in line with Maybank's "Humanising Financial Services" mission.

According to the bank, the share acquisitions were completed after obtaining approvals from the respective sectoral regulators overseeing each member of the Maybank financial conglomerate.

As of March 2026, Maybank Indonesia had total assets of 192.17 trillion rupiah (RM43.85 billion) and customer deposits of 118.35 trillion rupiah (RM27 billion). The bank operates 267 branches, including 20 shariah branches and one branch in Mumbai, India.

Shares of Maybank ended Tuesday down two sen or 0.2% at RM10.78, giving the banking group a market capitalisation of RM130.39 billion. The stock has gained 11.1% over the past 12 months.

July 2026

Etika Mentions – Indonesia



Date	Headline	Media Outlet	URL Link
06/07/2026	Maybank Indonesia unifies five entities under single conglomerate	Asian Banking & Finance	https://asianbankingandfinance.net/retail-banking/news/maybank-indonesia-unifies-five-entities-under-single-conglomerate
01/07/2026	Maybank Indonesia eyes regional financial growth	Nestia	https://news.nestia.com/detail/Maybank-Indonesia-eyes-regional-financial-growth/14110652
30/07/2026	Bank Asing Makin Gencar Rampungkan Pembentukan Konglomerasi Keuangan	Readers	https://www.readers.id/bank-asing-gencar-rampungkan-konglomerasi-keuangan
30/07/2026	Bank Asing Lakukan Aksi Korporasi Demi Aturan Konglomerasi Keuangan	Mdiakompeten	https://www.mediakompeten.co.id/bank-asing-aksi-korporasi-konglomerasi-keuangan
30/07/2026	Sejumlah Bank Swasta Besar Sesuai Struktur Konglomerasi Keuangan	SekberNews.id	https://www.sekbernews.id/bank-swasta-sesuai-struktur-konglomerasi-keuangan
30/07/2026	OCBC dan Maybank Siapkan Struktur Konglomerasi Keuangan di Indonesia	Pojok Papua	https://www.pojokpapua.id/ocbc-maybank-struktur-konglomerasi-keuangan
30/07/2026	Bank Asing Gencar Aksi Korporasi Demi Penuhi Aturan Konglomerasi Keuangan	Business Insight	https://keuangan.kontan.co.id/news/bank-asing-gencar-aksi-korporasi-demi-penuhi-aturan-konglomerasi-keuangan?source=home_terbaru



Date	Headline	Media Outlet	URL Link
30/07/2026	Bank Asing Gencar Aksi Korporasi Demi Penuhi Aturan Konglomerasi Keuangan	Business Insight	https://keuangan.kontan.co.id/news/bank-asing-gencar-aksi-korporasi-demi-penuhi-aturan-konglomerasi-keuangan
14/07/2026	BNII, BTPN, dan BDMN Sudah Jadi Induk Usaha, KB Financial Menyusul, Begini Efek ke Sahamnya	Mikirduit	https://www.mikirduit.com/bnii-btpn-dan-bdmn-sudah-jadi-induk-usaha-kb-financial-menyusul-begini-efek-ke-sahamnya/
01/07/2026	Sah! Disetujui RUPSLB, Maybank Indonesia jadi Perusahaan Induk Konglomerasi Keuangan	Top business	https://www.topbusiness.id/131464/sah-disetujui-rupslb-maybank-indonesia-jadi-perusahaan-induk-konglomerasi-keuangan.html
01/07/2026	RUPSLB Setujui Maybank Indonesia (BNII) Jadi Perusahaan Induk Konglomerasi Keuangan	Media Asuransi News	https://mediaasuransinews.co.id/perbankan/rupslb-setujui-maybank-indonesia-bnii-jadi-perusahaan-induk-konglomerasi-keuangan/
01/07/2026	Maybank Indonesia Becomes Financial Conglomeration Holding Company After Shareholder Approval	I3 Investor	https://klse.i3investor.com/web/blog/detail/ceomorningbrief/2026-07-01-story-h501600995-Maybank_Indonesia_Becomes_Financial_Conglomeration_Holding_Company_After
01/07/2026	获股东放行 印尼马银行“升级”!	See Hua Daily News / 诗华日报	https://news.seehua.com/post/1507297
01/07/2026	获股东放行 印尼马银行“升级”!	News KLSE Screener	https://www.klsecreeper.com/v2/news/view/1746873/%E8%8E%B7%E8%82%A1%E4%B8%9C%E6%94%BE%E8%A1%8C%E5%B0%B0%E5%B0%BC%E9%A9%AC%E9%93%B6%E8%A1%8C%E5%8D%87%E7%BA%A7

July 2026 Etika Mentions – Indonesia



Date	Headline	Media Outlet	URL Link
01/07/2026	获股东放行 印尼马银行“升级”!	Oriental Daily News / 东方日报	https://www.orientaldaily.com.my/news/business/2026/07/01/829605
01/07/2026	Maybank Indonesia eyes regional financial growth	Nestia	https://news.nestia.com/detail/Maybank-Indonesia-eyes-regional-financial-growth/14110682
01/07/2026	Maybank Indonesia Menjadi Perusahaan Induk Konglomerasi Keuangan	MONETER	https://moneter.id/maybank-indonesia-menjadi-perusahaan-induk-konglomerasi-keuangan/
01/07/2026	Maybank Indonesia Wins Shareholder Nod to Form Financial Holding Giant	BigGo Finance	https://finance.biggo.com/news/274a4bab-8d08-4cef-82d8-3707e5199661
01/07/2026	Maybank Indonesia eyes regional financial growth	The Star Online	https://www.thestar.com.my/business/business-news/2026/07/01/maybank-indonesia-eyes-regional-financial-growth

30 June 2026, Bernama Biz

Etiqa General Insurance Cambodia Partnered with ABA Bank to Expand Digital Access to General Insurance in Cambodia



ABA Bank Partners with Etiqa General Insurance Cambodia to Expand Digital Access to General Insurance Nationwide

By B2B Asia News on 30 Jun 2026

[Sponsored]



ABA Bank Partners with Etiqa General Insurance Cambodia to Expand Digital Access to General Insurance Nationwide. Image supplied.

ABA Bank, Cambodia's largest commercial bank with more than 6 million customers, announced a strategic partnership with Etiqa General Insurance Cambodia (EGIC) on June 25, 2026, a member of the ASEAN-wide Etiqa Group, to broaden access to general insurance products across the country. Initial offerings will be for property owners, car owners, and travellers.

The collaboration combines ABA's market-leading digital banking platform and national footprint with Etiqa's proven expertise in delivering seamless and reliable general insurance solutions.

The partnership was formally sealed through a signing ceremony presided over by Tan Lima, Deputy Director General of the Insurance Regulator of Cambodia, and attended by senior representatives from ABA Bank and Etiqa.

Rollout Begins with Fire Insurance, Followed by Auto and Travel Insurance

The partnership commences with the introduction of fire insurance, aligned with Cambodia's accelerating urban development and increasing demand for comprehensive property protection. The product is available to both lending and non-lending customers through ABA's nationwide sales network.

Subsequent phases will see Etiqa's auto and travel insurance integrated into the ABA Mobile app, aligning with the evolving lifestyle needs of Cambodians seeking protection for their vehicles and personal travel.

Digital Purchase, Instant Protection and Claims, Fully Integrated in ABA Mobile

A key feature of the partnership is a seamless, end-to-end digital insurance experience. By providing instantaneous policy issuance, the platform ensures customers are protected the moment they complete their transaction. Through the ABA Mobile app, customers will be able to:

- Purchase insurance
- Receive a policy instantly
- Submit claims
- Access customer service support



Ashkat Ashikhonov, President & Chief Executive Officer of ABA Bank, speaking at the signing ceremony. Image supplied.

The integration leverages ABA Mobile's strong adoption and reputation as Cambodia's leading digital payments and banking platform, giving customers a simple and convenient way to manage both banking and insurance needs in one place.

"With this partnership, ABA Bank is taking a significant step toward becoming a fully integrated financial ecosystem. General insurance is a critical component that complements everyday banking," said Ashkat Ashikhonov, President & Chief Executive Officer of ABA Bank. "Together with Etiqa, we are making insurance more accessible and practical for our customers - embedding it directly into ABA Mobile, where they already manage their daily finances. It allows us to deliver not just banking services, but complete financial protection in one seamless experience."

"Etiqa General Insurance Cambodia is pleased to form a strategic partnership with ABA Bank to simplify access to general insurance via ABA branches and the mobile app," remarked Rozan Amuth, CEO of Etiqa General Insurance Cambodia Pte. "The integration of Etiqa's general insurance products and services into ABA Mobile reflects our shared commitment to delivering seamless and simple protection solutions that Cambodians can trust with confidence." (This press release was supplied)

(This press release was supplied)



ABA Bank partners with Etiqa General Insurance Cambodia to expand digital access to general insurance nationwide. Image supplied.

July 2026 Etika Mentions – Cambodia



Date	Headline	Media Outlet	URL Link
07/07/2026	ABA Bank Partners with Etika General Insurance Cambodia to Expand Digital Access to General Insurance Nationwide	Kiripost	https://kiripost.com/stories/aba-bank-partners-with-etika-general-insurance-cambodia
06/07/2026	ធនាគារ ABA សហការជាមួយ ក្រុមហ៊ុនធានារ៉ាប់រង អេទីកា ពង្រីកវិសាលភាពសេវាធានារ៉ាប់រងទូទៅតាមឌីជីថល ដើម្បីប្រជាពលរដ្ឋទូទាំងប្រទេសងាយស្រួលទទួល	Koh Santepheap	https://kohsantepheapdaily.com.kh/sponsor/2259598.html
02/07/2026	ធនាគារ ABA សហការជាមួយ ក្រុមហ៊ុនធានារ៉ាប់រង អេទីកា ពង្រីកវិសាលភាពសេវាធានារ៉ាប់រងទូទៅតាមឌីជីថល ដើម្បីប្រជាពលរដ្ឋទូទាំងប្រទេសងាយស្រួលទទួល	Thmey Thmey	https://thmeythmey.com/detail/160332
01/07/2026	ធនាគារ ABA សហការជាមួយក្រុមហ៊ុនធានារ៉ាប់រង អេទីកាពង្រីកវិសាលភាពសេវាធានារ៉ាប់រងទូទៅតាមឌីជីថល ដើម្បីប្រជាពលរដ្ឋទូទាំងប្រទេសងាយស្រួលទទួល	Kampuchea Thmey Daily	https://www.kampuchearthmey.com/business-economic/1144662
01/07/2026	ABA Bank Partners with Etika General Insurance Cambodia to Expand Digital Access to General Insurance Nationwide	Cambodia Investment Review	https://cambodiainvestmentreview.com/2026/07/01/aba-bank-partners-with-etika-general-insurance-cambodia-to-expand-digital-access-to-general-insurance-nationwide/
01/07/2026	ABA Bank Partners with Etika General Insurance Cambodia to Expand Digital Access to General Insurance Nationwide	B2B Asia News	https://b2b-asianews.com/news/aba-bank-partners-with-etika-general-insurance-cambodia-to-expand-digital-access-to-general-insurance-nationwide/