

PRESS RELEASE

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MORE THAN 3,300 VILLAGERS FROM 5 RURAL COMMUNITIES WILL SOON BENEFIT FROM ETIQA'S CLEAN WATER PROJECT

Kuala Lumpur – Etiqa, together with Islamic AID Malaysia (IAM) launched Etiqa's Clean Water Project today. The project, worth more than RM1million, will be executed over a period of one year. More than 3,300 villagers from rural communities in five regions around Malaysia will be reaping the benefits of clean water to meet their daily needs. Funded by Etiqa and implemented in collaboration with IAM, the undertaking to provide uninterrupted clean water for these regions is part of Etiqa's corporate responsibility (CR) commitment towards healthy living, under its Etiqa Cares flagship programme.

Etiqa's Clean Water Project will be implemented in five regions, namely, Padang Bukit, Rantau Panjang, Kelantan in the East Coast, Kampung Empa, Pokok Sena Kedah in the North, Kampung Sungai Lui, Hulu Langat, Selangor in the Central region, Kampung Kiwoi, Tamparuli, Sabah and Kampung Benat Hulu, Samarahan, Sarawak. These five regions have their own unique water needs and problems, and some of the work that will be carried out by IAM includes upgrading existing water catchment areas, installing electric pumps, replacing old, broken pipes, and installing water tanks to ensure that the communities do not have to worry about water supply on a daily basis.

Officiating the launch were YB. Dr. Xavier Jayakumar, Minister of Water, Land and Natural Resources, Kamaludin Ahmad, Group CEO, Etiqa Insurance & Takaful, Zawahir Abdullah, President of Islamic Aid Malaysia and Etiqa's Senior Management.

In his speech, Kamaludin, Group CEO of Etiqa Insurance & Takaful said, "As a leading insurance and takaful operator in Malaysia that believes in humanizing insurance and takaful, Etiqa is always looking for ways to reach out to the community in order to uplift those in need, socially and economically.

Having access to water is a basic human need, and following the success of our previous clean water projects with IAM, we felt that it would greatly benefit the community to carry on the partnership and bring clean water to even more people in rural Malaysia. We look forward to changing the lives of the community in the long term," he said.

Zawahir Abdullah, President of Islamic Aid Malaysia said, "IAM plays a key role in bringing individuals and corporations wishing to extend humanitarian and welfare efforts in assisting those in need, together. We are pleased to once again have the opportunity to work with Etiqa to implement meaningful projects for the community. The commitment by Etiqa is proof of their concern in improving the standard of living of the rural communities in Malaysia.



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Since 2017, Etiqa, in collaboration with IAM had successfully carried out projects in Kampung Chuchoh Puteri in Kuala Krai, Kelantan, Kampung Durau and Kampung Batu Ring in Lenggong, Perak, Kampung Talungan, Sabah, Kampung Bungan Besar, Kampung Bungan Kecil, Sibu, Sarawak, and more recently, Kampung Orang Asli, Batu 16, Gombak, Selangor

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About Etiqa

Etiqa is a true multi-channel distributor of Insurance and Takaful products via its 10,000 agency force, 46 branches and 17 offices, over 490 bancassurance network (via Maybank branches, third-party banks, as well as co-operatives and brokers) through its presence in Malaysia, Singapore, the Philippines and Indonesia.

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