

# AIA Public Takaful appoints Mohd Asri as CEO effective Aug 11

**KUALA LUMPUR:** AIA Public Takaful Bhd has appointed Mohd Asri Omar as its new chief executive officer (CEO), effective Aug 11, 2025.

In a statement, AIA Public Takaful said Mohd Asri, with over 27 years of experience in the insurance and takaful industry, brings a wealth of expertise in agency distribution, business strategy, legal affairs, and Shariah governance.

"His appointment marks a new chapter of leadership focused on strengthening AIA Public Takaful's commitment to delivering the company's compelling total shariah solution proposition—a holistic approach that goes beyond product offerings to encompass sustainable, purpose-driven, and professionally delivered financial protection aligned with the principles of Maqasid

Shariah.

"Mohd Asri's appointment comes at a time of strong momentum for the takaful operator, following AIA Public Takaful's recent milestone of declaring its highest-ever surplus distribution of RM84 million since inception, reflecting the company's financial strength, agency excellence, and commitment to delivering value to its customers," it said.

Meanwhile, AIA Malaysia chief executive officer Ben Ng said Mohd Asri's vast industry experience and strong Shariah credentials make him well-positioned to lead AIA Public Takaful into its next phase of growth.

"I am confident that under his leadership, AIA Public Takaful will be an important growth engine for AIA Malaysia and help drive our

strategic ambitions.

"With Mohd Asri on board, we look forward to accelerating the expansion of our professional takaful agency force, enabling us to protect more Malaysians and further reinforce our purpose of helping customers live healthier, longer, better lives," he said.

Before this appointment, Mohd Asri had been the CEO of Hong Leong MSIG Takaful Bhd since 2018. He also held several senior leadership roles at AIA Public Takaful, including Head of Governance and Strategy.

Mohd Asri holds a Master of Business Administration from Universiti Putra Malaysia, and a double degree in Shariah (LLBS) and Law (LLB) from the International Islamic University Malaysia. — Bernama