

## Photo Release

### AIA PUBLIC Takaful Brings Aidilfitri Cheer to 1,000 Asnaf Families

*Malaysians help contribute 'Semarakkan Raya Kits' to underserved communities via #GymUntukJiwa*



*Elmie Aman Najas (second from left), Chief Executive Officer of AIA PUBLIC Takaful handing over the 'Semarakkan Raya Kit' to Dr. Mohd Daud Sulaiman (second from right), President of MRA to be distributed to 1,000 asnaf families. Also present were Afdzal Al-'Adli Husni (left), Associate Director, Product Marketing, AIA PUBLIC Takaful and Hj Khairil Annuar bin Khalid, Vice President of MRA (right)*

**Kuala Lumpur, 19 May 2020** – As part of its 'Semarakkan Raya' Corporate Social Responsibility (CSR) programme, AIA PUBLIC Takaful Bhd. (AIA PUBLIC Takaful) in association with Malaysia Relief Agency (MRA) recently distributed 'Semarakkan Raya Kits' consisting of food supplies to 1,000 asnaf families in Klang Valley, Melaka and Negeri Sembilan in preparation for the upcoming Aidilfitri celebration.

Acknowledging the hardships and struggles faced by the underserved communities who have been hit the hardest by the ongoing COVID-19 pandemic and Movement Control Order (MCO), AIA PUBLIC Takaful wants to play its part as a responsible corporate citizen through this initiative to ensure the welfare of the needy are also taken care of.

Elmie Aman Najas, Chief Executive Officer of AIA PUBLIC Takaful said: “Having to perform fasting and celebrating Aidilfitri under certain restrictions in light of the current MCO is even more challenging for these families in our community. We want to do our bid to help ease their burden; giving them a reason to smile, as they too deserve to be happy this Hari Raya. This CSR initiative is one of our ways to help them celebrate a more meaningful Syawal.”

The ‘Semarakkan Raya’ initiative was further amplified by the support from Malaysians who took part in AIA PUBLIC Takaful’s latest campaign – #GymUntukJiwa. The campaign, which was launched on the fourth day of Ramadan entails a series of social media challenges that encourages Malaysians to consistently work on being a better person – a training regime for the soul to inculcate greater empathy, love and mercy ultimately creating a positive impact on the community.

The first phase of the #GymUntukJiwa social media challenge asked participants to upload images or videos of them engaging in simple acts of kindness during the month of Ramadan on their Facebook or Instagram pages with the following hashtags – #GymUntukJiwa and #AIAPUBLICTakaful. These acts of kindness could consist of sharing food with their neighbours, surprising their loved ones with gifts or even helping the needy.

Due to the overwhelming number of hashtag entries received for the challenge which ended on 16 May, AIA PUBLIC Takaful decided to increase its contribution to 1,000 asnaf families instead of the initial 250 pledged by the takaful operator.

“The month of Ramadan teaches a Muslim among others to be charitable and develop feelings of generosity as well as goodwill towards others. Hence, the goal of AIA PUBLIC Takaful’s #GymUntukJiwa campaign is to encourage Malaysians to continue spreading positivity and kindness to achieve a more meaningful life. A small gesture from one person could make a big difference to another especially those who are struggling to make ends meet during these trying times. We are extremely grateful to receive immense support from Malaysians who rallied together and completed their own good deeds, whether big or small, for the betterment of themselves and the community,” added Elmie.

On top of receiving the ‘Semarakkan Raya Kit’ which includes daily cooking and Raya essentials such as flour, rice, cooking oil, sugar, instant *ketupat* as well as Raya cookies, each asnaf family were also provided with an AIA Carepack consisting of hand-sanitiser, face masks and anti-bacterial wet wipes to help them stay safe and healthy as well as to reduce the risk of being infected by COVID-19.

The next phase of the #GymUntukJiwa social media challenge will begin from 22 May onwards in conjunction with the month-long Aidilfitri celebration. For more information on #GymUntukJiwa, please visit <https://www.aia.com.my/ms/gym-untuk-jiwa.html>

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## **About AIA PUBLIC Takaful Bhd.**

AIA PUBLIC Takaful Bhd. (AIA PUBLIC Takaful) is jointly owned by AIA Co. Ltd. (AIA), Public Bank Berhad (PBB) and Public Islamic Bank Berhad (a wholly-owned subsidiary of PBB). Incorporated on 11 March 2011, AIA PUBLIC Takaful leverages on AIA and PBB Group's leadership positions as well as established infrastructure and distribution networks in the insurance and banking industries to drive growth and increase the Family Takaful penetration in the domestic market. AIA PUBLIC Takaful is committed to offering the right Shariah solutions to meet the different life stages needs of our customers.

## **About AIA**

AIA Group Limited and its subsidiaries (collectively "AIA" or the "Group") comprise the largest independent publicly listed pan-Asian life insurance group. It has a presence in 18 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong SAR, Thailand, Singapore, Malaysia, Mainland China, South Korea, the Philippines, Australia, Indonesia, Taiwan (China), Vietnam, New Zealand, Macau SAR, Brunei, Cambodia, Myanmar, a 99 per cent subsidiary in Sri Lanka, and a 49 per cent joint venture in India.

The business that is now AIA was first established in Shanghai a century ago in 1919. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$284 billion as of 31 December 2019.

AIA meets the long-term savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 36 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code "1299" with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: "AAGIY").