

PRESS RELEASE

For Immediate Release
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5,000 WOMEN TO BENEFIT FROM ETIQA'S FREE MAMMOGRAM PROGRAMME

Etiqa partners with National Cancer Society of Malaysia to provide free breast cancer screening for underprivileged women aged 40 years and above

Kuala Lumpur - Etiqa and National Cancer Society of Malaysia (NCSM) today inked a new partnership agreement to launch a free breast cancer screening programme. The agreement, which is worth RM 1.67 million over a year, targets to reach out to 5,000 underprivileged women aged 40 and above. This national initiative is part of Etiqa's corporate responsibility (CR) commitment towards healthy living, under its Etiqa Cares flagship programme.

As the first corporation to partner with NCSM to offer mammogram on such a scale, Etiqa aims to raise awareness amongst underprivileged women on the importance of early detection in improving breast cancer survival rates. Eligible women will be transported to the NCSM Centre in Kuala Lumpur, or appointed hospitals across the country for free mammograms.

Present during the signing ceremony were Tan Sri Rafidah Aziz, Principal Patron of NCSM, Datuk R. Karunakaran, Chairman of Etiqa Insurance Berhad and Etiqa Takaful Berhad, Kamaludin Ahmad, CEO of Maybank Ageas Holdings Berhad, and Dr. Saunthari Somasundaram, President & Medical Director of NCSM.

In his opening speech, Datuk Karunakaran called on women to ascertain their health status through periodic screenings as early detection significantly improves survival rates. He explained that insurance claims for cancer are the highest of all critical illness claims, contributing to 86% of female critical illness insurance claims with breast cancer being the highest at 48%.

It is the most commonly diagnosed cancer in women, and if caught in its early stages, breast cancer can be treated very effectively, with extremely high survival rates. If caught late, though, it is often fatal.

"The Malaysian economy may be facing some challenges, and charities all over are preparing for tough times ahead," says Tan Sri Rafidah. "However, while many businesses 'tighten their belts', some companies such as Etiqa are going big for our community. Their uncompromising position on the health of our women is admirable, and the National Cancer Society of Malaysia is proud to be a part of this effort."

"The battle against cancer requires many sectors to work together. Apart from complementing the cancer screening programme of the Government, this programme, by uniting private healthcare, NGOs and corporates, is a great example of such a collaboration."

Kamaludin Ahmad, Chief Executive Officer of Maybank Ageas Holdings Berhad, the parent company of Etiqa Insurance Berhad, Etiqa Takaful Berhad, and Etiqa Insurance Pte Ltd, Singapore, said that Etiqa aims to educate the underserved community be it urban or rural poor to undergo mammograms as part of its give back programme. "As a local insurer and takaful operator, we're passionate about giving back to the community. Our corporate giving strategy is centered around our commitment to humanising insurance

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and takaful by improving the quality of life in the communities where we do business. We're as dedicated to serving our community as we are to serving our customers."

Etiqa has been supporting various CR programmes involving Malaysian women in recent years. The latest includes the Socially and Economically Empowered Development (SEED) programme, which was launched with the objective to help women and youth from poor families to be financially independent by providing opportunities to acquire entrepreneurial and technical skills.

NCSM works with local communities and NGOs across the country to identify underprivileged women for this programme. Interested community leaders are encouraged to call NCSM at 03-2698 7300, or email dina@cancer.org.my or rozi@cancer.org.my for more enquiries on this free mammogram programme.

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About Etiqa

Etiqa made its debut on 15 November 2007 and is the single master brand for all Insurance and Takaful businesses under Maybank. The brand essence of Etiqa is humanizing Insurance and Takaful, where we want to make things simpler for our customers. This is further supported by four brand attributes namely performance with conscience, crystal clear, hand-in-hand and rock solid. Today, Etiqa is a true multi-channel distributor of Insurance and Takaful products via its 10,000 agency force, 24 Insurance and Takaful branches, more than 360 Maybank branches, ATMs and other third-party banks, providing full accessibility and total convenience to customers, unmatched by any other.

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About National Cancer Society Malaysia

The National Cancer Society Malaysia (NCSM), also known as Persatuan Kebangsaan Kanser Malaysia, is the first not-for-profit cancer organisation in Malaysia that provides education, care and support services for people affected by cancer. Over the last 50 years, it provides holistic cancer support to patients and caregivers. NCSM supports patients in understanding and dealing with cancer in various phases through its five cancer centres – the Cancer and Health Screening Clinic, Nuclear Medicine Centre, Resource and Wellness Centre, Quit Smoking Clinic and the Children's Home of Hope and has branches in six states, i.e. Johor, Negeri Sembilan, Melaka, Perak, Penang and Sarawak. For cancer information and support, please call 1 800 08 1000.

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