

# Corporate Fact Sheet

As of 31 May 2023

## About FWD Takaful

FWD Takaful Berhad (“FWD Takaful”) is a takaful provider in Malaysia that offers family takaful services. FWD Takaful is licensed under the Islamic Financial Services Act 2013 and is regulated by Bank Negara Malaysia. FWD Takaful is a takaful business unit of FWD Group.

Visit [fwd.com.my](http://fwd.com.my).

## About FWD Group

FWD Group (“FWD”) is a pan-Asian life insurance business with more than 10 million customers across 10 markets, including some of the fastest growing insurance markets in the world. FWD reached its 10-year anniversary in 2023. The company is focused on making the insurance journey simpler, faster and smoother, with innovative propositions and easy-to-understand products, supported by digital technology. Through this customer-led approach, FWD is committed to changing the way people feel about insurance and takaful.

Visit [fwd.com](http://fwd.com).

## We are customer-led: Changing the way people feel about takaful



Ranked **top 4** takaful brands for customer experience in Malaysia\*



Ranked **top 10** across industries for customer experience in Malaysia\*

\*According to KPMG’s Global Customer Experience Excellence Report 2022

## Our values

### Proactive

Perform with passion

### Innovative

Dare to be different

### Committed

Succeed together

### Caring

Everyone matters

### Open

Do the right thing

## How we're different

Since we entered the Malaysian takaful market in March 2019, FWD Takaful has stayed on a positive trajectory with steady customer growth, development of new distribution channels and products, as well as establishing valuable collaborations with bank partners and diverse ecosystem partners to support our vision of **changing the way people feel about takaful**.



### A trustworthy brand

We aim to deliver the best takaful experience; led by our customers and empowered by technology.



### Easy to understand

We simplify our takaful certificates to make them easier for our customers to understand.



### A modern-day approach

We're digitally-enabled takaful provider with a human touch.



### Promoting takaful literacy and advocacy

We strive to realise our ambition to bring takaful inclusion to a wider Malaysian community.



### Leveraging digitalisation and innovation

We're committed to improving customer experience through digitalisation and data-driven platform, enabling continuous optimisation and product innovation.

## Comprehensive takaful offerings

At FWD Takaful, we're dedicated to making takaful easier to understand, easier to participate and easier to claim.



Clear and straight forward products at fair and affordable prices.



Wide range of product offerings, tailored to customer's needs: Include medical, accidental, critical illness, savings and investment-linked. We also provide FWD Care Recovery Plan and FWD Mind Strength Support Programme beyond our product offerings.



Leverage innovation to bring differentiated product propositions: Include unique takaful plans designed to cover children and people with learning disabilities.



Provide lower-income community access to protection.

## Omni-channel distribution

We maintain omni-channel distribution so that our customers can connect with us and conveniently served in their preferred ways:



Agency: Provide professional personalised services to customers.



Bancatakaful Partner: HSBC Amanah Malaysia Berhad and Alliance Islamic Bank Berhad.



Digital Partners: Employees Provident Fund (EPF), Klook, Foodpanda and Sedania.



FWD Affiliates: Offering Malaysians the opportunity to earn additional income while creating awareness about the importance of takaful.

## Value-based intermediation for takaful

We aspire to create a better and more sustainable future through our Environmental, Social and Governance strategy, and committed to generate positive and sustainable impacts through our conduct, offerings and practices.

### Our goals:

- |  |  |
|--|--|
|  <p>Enhancing takaful awareness among the B40 community</p>  |  <p>Enhancing coverage to address the protection gap for underserved segments in Malaysia</p> |
|  <p>Developing fresh takaful ideas for targeted communities via Fun(d) for Life</p>                            |  <p>Covering children with learning disabilities with FWD SpecialCare Direct</p>              |
|  <p>Educating on takaful and financial management through a fun and interactive mobile game, Komuniti Kita</p> |  <p>Covering individuals with mild to moderate learning disabilities with FWD SpecialMed</p>  |
|  <p>Demystifying takaful for university students with Unbound Augmented Reality</p>                            |  <p>Covering individuals with diabetes with FWD CI First</p>                                  |

## Awards and recognition



Malaysian Takaful Association's (MTA) Takaful Star Awards 2022

**MDRT Builder Awards**  
– Rank 1st

**Top Leader**  
(Agency Leader Corporation)  
– Rank 1st, 2nd and 3rd

**Top Recruiter**  
(Agency Leader Corporation)  
– Rank 1st

**MDRT's Top of the Table (TOT)**

**Direct Distribution Channel (Family)**

**Value-Based Intermediation for Takaful Award**  
– For Fun(d) for Life

**Innovation Award**  
– For FWD CI First

Insurance Asia Awards 2022

**Social Media Initiative of the Year, Malaysia**  
– For FWD Affiliates

**New Takaful Insurance Product of the Year, Malaysia**  
– For FWD CI First



GRADUAN Brand Awards 2022

**Voted Winner Most Preferred Employer for the Insurance Sector (Life, General & Takaful)**

## Our shareholders

FWD Life Insurance Company (Bermuda) Limited (an FWD Group company)  
JAB Capital Berhad (JAB) | Employees Provident Fund (EPF)

### Talk to us

Reachable anytime, anywhere:

**Hotlines** 1300 13 7988 (Malaysia)  
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