

Malaysia Corporate Factsheet

as of April 2022

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 (“FWD”).

FWD is a pan-Asian life insurance business with approximately 10 million customers across 10 markets, including some of the fastest growing insurance markets in the world. Established in 2013, FWD 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.

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 digital-first 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.



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.



Digital Partners: Include Touch ‘n Go, Foodpanda and Sedania.



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

Changing the way people feel about takaful

Value-based intermediation for takaful

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

Our goals:



Enhancing takaful awareness among the B40 community



Developing fresh takaful ideas for targeted communities via Fun(d) for Life



Educating on takaful and financial management through a fun and interactive mobile game, Komuniti Kita



Covering children with learning disabilities with FWD SpecialCare Direct and people with mild to moderate learning disabilities with FWD SpecialMed



Demystifying takaful for university students with Unbound Augmented Reality

Awards

Recognitions for our commitment to delivering quality, and customer-led takaful services and solutions:



Malaysian Takaful Association's (MTA) Takaful Star Awards 2021

- Winner of Top Agent (Rank 1st)
- Member Companies' Top Agent/Agency/Intermediaries
- Million Dollar Round Table – Top of the Table (MDRT TOT)
- Young Takaful Manager
- Innovation Award – for FWD Affiliates



GRADUAN Brand Awards 2021

Voted 2nd 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

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