

FWD Takaful offers Malaysians opportunity to earn extra income through FWD Affiliate
Initiative encourages Malaysians to be part of a new digital revolution and boost awareness of the importance of Takaful

Kuala Lumpur, 11 November 2020 – FWD Takaful Berhad (“FWD Takaful”) is offering Malaysians the opportunity to earn additional income through **FWD Affiliate**, a simple, direct and free way to earn income for those who enjoy sharing and connecting on social media – all from the comfort of their own homes.

Launched in December last year, **FWD Affiliate** is part of FWD Takaful’s ongoing effort to increase awareness and educate the public about the importance of Takaful while offering the opportunity to earn additional income. In light of the pandemic, Malaysians have placed greater emphasis on their health and overall wellbeing and making sure that they’re adequately covered to protect themselves in future circumstances.

The programme was launched allowing referral of Takaful plans offered through FWD Takaful’s agency network such as FWD Family First, FWD Future First and FWD Invest First. Now, the initiative will be extended to include affordable online Takaful plans such as FWD Protect Direct, FWD Care Direct and FWD MedSecure Direct to provide a wider range of product choice for affiliates to share.

Wan Ahmad Najib Wan Ahmad Lotfi, FWD Takaful’s Chief Strategy & Digital Distribution Officer said, *“FWD Affiliate is a good fit for today’s world of digital connectivity through a model that is resilient to the environment and circumstances. With addition of our affordable online products, we now have a more comprehensive product suite for our affiliates to share. We’re confident that this initiative will be able to support people’s needs during this time and help to change the way people feel about takaful.”*

Wan Mohd Fadhlan Mohd Azmi, FWD Takaful’s Chief Agency Officer added, *“Digital connectivity and reliance continue to soar during these trying times. We’re inviting all Malaysians aged 18 and above to leverage their vast social media networks and join us as an FWD Affiliate, to earn extra income easily without capital, and no selling needed.”*

FWD Affiliates will have the flexibility and freedom to determine the income they would like to earn. With simple and straightforward processes, they can take control of the content they share and monitor it all using one app. Here are a few simple steps on how to become an **FWD Affiliate**:

1. Create an account and download the **FWD Affiliate** app to be tagged to one of our registered agents.
2. Share pre-generated content to your social media connections.
3. Earn a referral fee for each plan that the customer participates in.

**Earn income anytime, anywhere.
Join FWD Affiliate today!**



As at end October 2020, **FWD Affiliate** has successfully registered close to 2,000 affiliates and generated more than 1,600 leads.

Join the new digital revolution and go beyond fulfilling the need to earn a living for yourself but also helping others get protected. Visit fwd.com.my/affiliate to register as an **FWD Affiliate** today and start earning extra income. Alternatively, call 1300 13 7988 or email affiliatesupport.my@fwd.com for more information.

- Ends -

About FWD Takaful Berhad

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.

It is a Takaful business unit of FWD Group (FWD) – the insurance business of investment group, Pacific Century Group – which spans Hong Kong & Macau, Thailand, Indonesia, the Philippines, Singapore, Vietnam, Japan and Malaysia; offering life and medical insurance, general insurance, family Takaful and employee benefits across a number of its markets.

Since 2013, FWD has focused on creating fresh customer experiences, with easy-to-understand products, supported by digital technology. Through this customer-led approach, FWD will achieve its vision to become a leading pan-Asian insurer that changes the way people feel about insurance.

For more information, please visit fwd.com.my.

For media enquiries, please email media.my@fwd.com or contact:

Arnee Ismail

Brand, PR & Communications, Marketing

P (60) 3 2771 7776

M (60) 19 663 3390

E arnee.ismail@fwd.com

Aslinda Aminuddin

PR & Communications, Marketing

P (60) 3 2771 7784

M (60) 12 294 5805

E aslinda.aminuddin@fwd.com