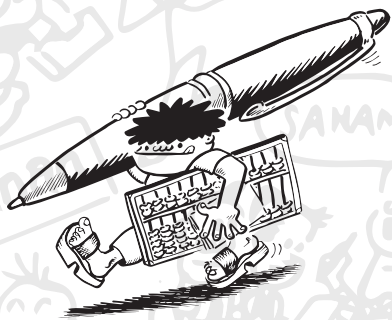


Perlindungan Tenang Initiative



The lack of insurance and takaful products for B40 households is a good example of market failure in providing protection for the underserved segment. Market failure necessitates an intervention by the regulator.

Bank Negara Malaysia, on 24 November 2017, launched Perlindungan Tenang to expand insurance and takaful solutions targeted at the B40 segment. These products are also intended to be suitable for the general public who are not currently covered by any form of insurance or takaful protection.

The initiative aims to galvanise a broader movement among insurers and takaful operators to offer products that:

1. Affordable pricing;
2. Provides good value;
3. Widely accessible;
4. Easy to understand; and
5. Easy to purchase and reimburse claims.

For more information on Perlindungan Tenang products and to obtain a list of participating providers, the public can refer to https://www.mycoverage.my/perlindungan_tenang/

