

## **Sun Life Malaysia Takaful Introduces MySinarKasih, Offering RM80 Million Complimentary Waqf Benefit for 10,000 Clients**

*Launched in conjunction with National Waqf Month 2026, MySinarKasih strengthens takaful financial protection with a complimentary waqf benefit, with Clients also given the option to choose Badal Hajj instead.*

**Kuala Lumpur, 17 March 2026** – Sun Life Malaysia Takaful Berhad (SLMT), a leading family takaful operator, today launched **MySinarKasih Sun Life** (MySinarKasih), an initiative that integrates faith-aligned giving into takaful protection planning through a complimentary waqf benefit, while giving Clients the flexibility to opt for Badal Hajj instead.

Through MySinarKasih, up to 10,000 eligible Muslim clients in the low-to middle-income segment will receive a RM8,000 complimentary waqf benefit, payable upon death within one year of certificate commencement and channelled to Yayasan Waqaf Malaysia (YWM). Client may also choose Badal Hajj benefit of the same value, to be carried out by an authorised operator. The initiative represents RM80 million in total coverage value.

By introducing a dedicated waqf benefit within takaful protection, MySinarKasih aims to help more Malaysians pair financial protection with a meaningful charitable legacy beyond one-off contributions. Commenting on the launch **Azam Yusof, Chief Executive Officer of Sun Life Malaysia Takaful**, said, “Takaful is rooted in the principle of ta’awun (mutual assistance). With the waqf benefit, we help Clients protect their families while fulfilling faith-based intentions in a structured and trusted way. This reflects the true spirit of Takaful – build financial resilience while create lasting community impact.”

MySinarKasih supports National Waqf Month 2026, jointly organised by the Department of Awqaf, Zakat and Hajj (JAWHAR) and Yayasan Waqaf Malaysia, by enabling eligible Clients to create a meaningful waqf legacy through takaful where the waqf benefit is channelled to Yayasan Waqaf Malaysia upon the client’s passing.

Waqf is a voluntary, permanent Islamic endowment and a key pillar of Islamic social finance. In Malaysia, waqf assets were estimated at over RM1.3 trillion in 2023 (Source: Securities Commission Malaysia), yet awareness of how waqf can be built into everyday financial planning remains low.

Speaking on efforts to expand waqf participation, Dr Ridzwan Bakar, Chief Executive Officer of Yayasan Waqaf Malaysia, said, “MySinarKasih helps bring waqf closer to everyday life by linking it with financial protection. This initiative introduces a more contemporary and practical approach to waqf, making it more accessible and relevant to the wider community. At the same time, it supports our goal of strengthening waqf literacy and encouraging a deeper understanding of its long-term benefits. Through this approach, waqf can play a meaningful role in creating sustainable value while enhancing financial resilience for individuals, families and the community. Any benefits received by Yayasan Waqaf Malaysia through this initiative will be channelled towards programmes under the 1H3E sectors, namely healthcare, education, environment and economic empowerment.”

By offering waqf benefit alongside takaful coverage, MySinarKasih connects protection with charitable legacy especially meaningful during Ramadan and Raya, when giving is encouraged.

To support waqf participation, SLMT will roll out year-long educational outreach - through social content, takaful talks and podcasts - to improve waqf literacy among clients and the wider community, while continuing to integrate waqf features into more family takaful solutions.

Since 2017, SLMT offers a range of family takaful plans, including Takaful Mulia, Sun Istismar Extra and Sinar Wasilah, with embedded waqf features. To date, SLMT has facilitated contributions of over RM390,000 to Yayasan Waqaf Malaysia, made by 1,973 waqif (waqaf donors) Clients.

For more information, please visit <https://mysunlife.sunlifemalaysia.com/mysinarkasih/my>

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As a life insurance provider and a family takaful operator, Sun Life Malaysia offers a comprehensive range of products and services to Malaysians nationwide and is committed to helping Clients achieve lifetime financial security and live healthier lives. Sun Life Malaysia distributes its products through a range of channels, including bancassurance and bancatakaful, agency force, direct marketing and telemarketing, corporate and government business and e-distribution.

Sun Life Assurance Company of Canada is a principal operating life insurance subsidiary of Sun Life Financial Inc., a leading international financial services organisation providing insurance, wealth and asset management solutions to individual and corporate Clients. Sun Life has operations in a number of markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China, Australia, Singapore, Vietnam, Malaysia and Bermuda. As of December 31, 2025, Sun Life had total assets under management of \$1.60 trillion. For more information, please visit [www.sunlife.com](http://www.sunlife.com).

Sun Life Financial Inc. trades on the Toronto (TSX), New York (NYSE) and Philippine (PSE) stock exchanges under the ticker symbol SLF.

For more information, please visit [www.sunlifemalaysia.com](http://www.sunlifemalaysia.com).

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