

MEDIA RELEASE FOR IMMEDIATE RELEASE

#MySenyum Contest Garners 5k Submissions, Aids Two Charities

KitaJaga.co and Lighthouse Children Welfare Home Association benefit from this unique collaboration with MCIS Life

Petaling Jaya, XX August 2022 - MCIS Life handed over a contribution worth RM20,000 to the Lighthouse Children Welfare Home Association (Lighthouse) and humanitarian platform KitaJaga.co to assist the two organisations' missions, following the official closure of the insurer's #MySenyum contest.

Launched in January this year as an extension of MCIS Life's brand promise "People Helping People", the #MySenyum contest encouraged Malaysians to share their smile and spread positivity amongst all while lending a hand to those in need.

Initially, MCIS Life pledged RM5 for each of the first 2,000 contest entries which would have provided Lighthouse and KitaJaga.co with RM5,000 each. As the contest received overwhelming support when the final number of entries crossed the 5,000 mark, the life insurer doubled their pledge to the two organisations (each received RM10,000).

"Despite the challenges faced by Malaysians in the post-pandemic era, our community members genuinely care about the well-being of one another. This was evident through the grand total of 5,715 participants who shared their smiles with us through the contest as the mechanism was to collectively come together in aid of those who need support," explained Mr. Rangunath Murthy, Chief Distribution and Marketing Officer, MCIS Life.

Lighthouse and KitaJaga.co were chosen for the former's unwavering support in providing essential care to the most vulnerable children in Malaysia from diverse backgrounds and ethnicities as well as the latter, for being a community-driven humanitarian platform for vulnerable Malaysians.

For KitaJaga.co founder, Mr. Reza Razali, the contribution will go a long way for the platform's digital expenses, ensuring sustainable and continuous efforts to reach those in need.

He was elated to be a part of #MySenyum campaign that highlights little pockets of happiness, agreeing that a smile is an act of charity.

“A small act of kindness can be a smile. It is the small acts that add up and made a big difference,” said Reza.

“We are very grateful to MCIS Life for reaching out. Times are hard, but we never gave up because we believed in the kindness of Malaysians. The funds will mainly go for the education of the children including their tuition fees,” said Lighthouse’s co-founder, Madam Jacinta Steven.

The #MySenyum contest ran from 28 January to 31 March 2022 and witnessed social media fans jumping on the bandwagon by the thousands to submit their joyful photos/videos along with witty captions and campaign hashtags #MySenyum and #PeopleHelpingPeople.

The contest featured three categories through which the public could win attractive cash prizes, including Weekly Lucky Draws, #MySenyumFilter with MOST LIKES and the #MySenyum Grand Prize Winners.

For the full list of winners by each category, please refer to MCIS Life’s Facebook and Instagram.

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About MCIS Life

MCIS Insurance Berhad (MCIS Life) is a pioneer life insurer in Malaysia since 1954, regulated by Bank Negara Malaysia, and a proud member of the Sanlam Group, one of the world's biggest internationally active insurance groups, since 2014.

#PeopleHelpingPeople

About Sanlam Group

Sanlam is a pan-African financial services group listed on the Johannesburg, Namibian and A2X stock exchanges. Through its five business clusters – Sanlam Personal Finance, Sanlam Emerging Markets, Sanlam Investment Group, Sanlam Corporate and Santam - the Group provides comprehensive and bespoke financial solutions to institutional clients and consumers across all market segments. Sanlam's areas of expertise include life and general insurance, financial planning, retirement, investments and wealth.

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