



MEDIA RELEASE

LTAT's Annual Roadshow Returns: Strengthens Financial Literacy for Malaysia's Armed Forces in the Northern Region

Key Highlights:

- i. *LTAT empowers more than 7,000 Armed Forces personnel across four northern states through financial literacy and social protection programmes; and*
- ii. *LTAT and its Group of Companies launch multiple collaborative initiatives benefitting Armed Forces personnel and their families.*

SUNGAI PETANI, 11 OCTOBER 2025 – The Armed Forces Fund Board ("LTAT") today launched Jelajah Wira LTAT 2025: Northern Edition, the third instalment of LTAT's flagship engagement series formerly known as Minggu Bersama Pencarum ("MBP"). The launch marks another milestone in LTAT's ongoing commitment to appreciate and empower members of the Malaysian Armed Forces ("MAF").

Serving as LTAT's key outreach platform, Jelajah Wira LTAT facilitates direct engagement with Armed Forces personnel to raise awareness on financial literacy, social protection, and retirement preparedness. The programme also reinforces LTAT's alignment with the Government's Ekonomi MADANI framework through various empowerment initiatives that directly benefit ATM members and their families.

The launch ceremony was officiated by the Minister of Defence, YB Dato' Seri Haji Mohamed Khaled bin Nordin, at Kem Lapangan Terbang, Sungai Petani, Kedah. Building on the success of previous editions in Sarawak and the Southern Region, which collectively reached nearly 10,000 MAF members, the Northern Edition will be held across Kedah, Perlis, Penang, and Perak from 11 to 25 October 2025, targeting participation from more than 7,000 personnel representing 35 military camps across three services.

Empowering Financial Well-being and Sustainable Social Protection

The implementation of Jelajah Wira LTAT 2025: Northern Edition coincides with Financial Literacy Month 2025, in line with the Government's initiative to strengthen nationwide financial education through an inclusive, innovative, and comprehensive whole-of-nation approach under the theme "Be Wise Today for a Secure Tomorrow".

Aligned with this aspiration, LTAT continues to play an active role in advancing financial literacy among Armed Forces personnel through accessible, relevant, and impactful educational programmes.

Since its inception in December 2023, **LTAT's Contributors Briefing and Financial Literacy Programme** have reached more than 40,000 members of the MAF nationwide, equipping them with essential financial knowledge and skills to build a secure and sustainable future. More than just an event segment, **financial literacy has become a key deliverable and a staple initiative for LTAT**, delivered consistently through regular on-ground briefings, to ensure that every contributor and their family are empowered to make informed financial decisions and fully maximise the benefits of their contributions.

The Northern Edition also witnessed the launch of several major initiatives by LTAT's Group of Companies, including Pharmaniaga Berhad's **Sekolah Angkat MADANI**, an initiative that supports educational infrastructure, digital readiness, and holistic student development in schools within military camps, **AFFIN PERKASA Financial Solution** by Affin Bank, a comprehensive financial package tailored for MAF personnel encompassing salary accounts, housing and vehicle financing, savings, investments, takaful protection, and business financing opportunities.

In addition, Boustead Hotels & Resorts also introduced its **Royale Warisan Loyalty Programme**, a targeted initiative that offers exclusive rewards, discounts, and privileges to MAF personnel and their families.

The programme also featured an "Inspirasi Veteran ATM" session celebrating the entrepreneurial success stories of Armed Forces veterans, and a "Financial Literacy" segment with invited speakers sharing practical insights on financial management and retirement planning. Pharmaniaga also conducted a health awareness talk, while Yayasan LTAT presented a briefing on education and welfare assistance for ATM families.

Complementing the engagements, LTAT's Group of Companies, including Boustead Holdings, Affin Group, BHPetrol, Boustead Plantations, Boustead Properties, Pharmaniaga, Dhaya Maju LTAT, PERNAMA, PERHEBAT, and Yayasan LTAT, also showcased their products and services through interactive exhibition booth, providing personnel with first-hand exposure to the Group's diverse businesses.

LTAT Chief Executive, En. Mohamad Ashraf Md Radzi emphasised, "The transformation from *Minggu Bersama Pencarum* to *Jelajah Wira LTAT* reflects LTAT's deeper commitment to those who stand at the heart of our nation's defence. As the fund entrusted with securing the financial future of the Malaysian Armed Forces, we take this responsibility with utmost sincerity and purpose. We are not just here to invest their money - we are invested in their lives, their families, and their future. Through this third edition, LTAT continues to strengthen financial literacy, enhance social protection, and build long-term financial resilience for every member of the Armed Forces community."

Also present at the event were the Chief of Defence Forces, General Tan Sri Haji Mohd Nizam Haji Jaffar, Ministry of Defence's Secretary-General, Datuk Lokman Hakim bin Ali; LTAT Chairman, General Tan Sri Dato' Sri Azizan bin Ariffin TUDM (R), Deputy Chief of Army YM Lieutenant General Dato' Tengku Muhammad Fauzi bin Tengku Ibrahim, Commander Naval Area 3, First Admiral (FAdm) Mohd Norizal bin Fahrudin and Commander of the 2nd Infantry Division, Maj Gen Dato' Hj Fazal Bin Hj Abdul Rahman.

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About the Armed Forces Fund Board ("LTAT")

Established in August 1972 under the Armed Forces Fund Act (also known as Act 101), the Lembaga Tabung Angkatan Tentera ("LTAT") is a statutory body which manages the retirement fund for officers and members of other ranks of the Malaysian Armed Forces ("MAF") and the veterans. For more information on LTAT, visit www.ltat.gov.my.

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