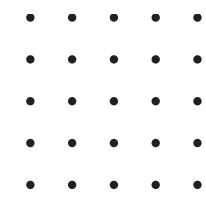


# EMBEDDING ETHICAL VALUES IN ISLAMIC FINANCE

A Takaful Perspective: Balancing Profit  
with Purpose



# Finance with Faith: The Foundation of Takaful



Islamic Finance is built on **Shariah principles** ensuring:



## Foundation of Takaful?

**Takaful** shows Islamic values of **helping and protecting each other**.

It's based on **mutual protection**—everyone contributes to a shared fund to support members in need—and **shared responsibility**, where participants **cooperate and share risks** instead of transferring them to a company.



## Today's focus:

How Takaful financial planners can **embed ethics** while achieving **business success**?

“ The Prophet ﷺ said:

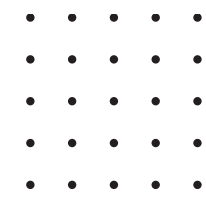
Verily, in the body there is a piece of flesh; if it is sound, the whole body is sound, and if it is corrupt, the whole body is corrupt. Verily, it is the heart.

”

HR al-Bukhari and Muslim



# Core Ethical Values in Islamic Finance



“ In the spirit of *ta‘awun* (mutual cooperation), Takaful transforms financial protection into a force for social development and community well-being. ”

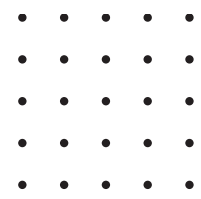
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“And cooperate in righteousness and piety, but do not cooperate in sin and aggression.”

Surah Al-Ma'idah (5:2)



# Earning Barakah: When Profit Meets Purpose



**Profit is not prohibited**, but it must be **aligned with purpose and ethics**.



Each contribution from participants is an act of **mutual aid (Tabarru')**, where members willingly donate a portion of their contribution to help others in times of need.

This concept reflects the spirit of solidarity and compassion in Islam, ensuring that protection and support are shared among all participants.

As Financial Planners, our mission is to:

Protect families

Promote financial resilience

Create long-term societal impact

“

All of us must contribute towards a more sustainable and ethical financial ecosystem by fostering Islamic financial practices and solutions...

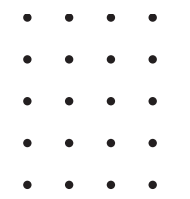
”

BNM Governor's Keynote Address,

19th Kuala Lumpur Islamic Finance Forum, 5 November 2024.



# From Salesperson to Servant Leader



Profit-driven Financial Planner	Purpose-driven Financial Planner
Focus on targets only	Focus on protection and needs
Sells products	Educates about values and benefits
Chases short-term gains	Builds long-term relationships
Transactional mindset	Transformational mindset

A true Financial Planner serves with heart and purpose — not just to earn, but to make a difference.

**“ When we protect others sincerely, true success will follow ”**



“ Through Takaful, we nurture a system of fairness rooted in faith — where protection and blessing go hand in hand.

”

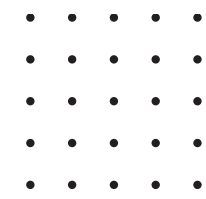
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“Whoever relieves a believer’s distress, Allah will relieve his distress on the Day of Judgment.”

HR Sahih Muslim (2699)



# Promoting Equitable Financial Practices



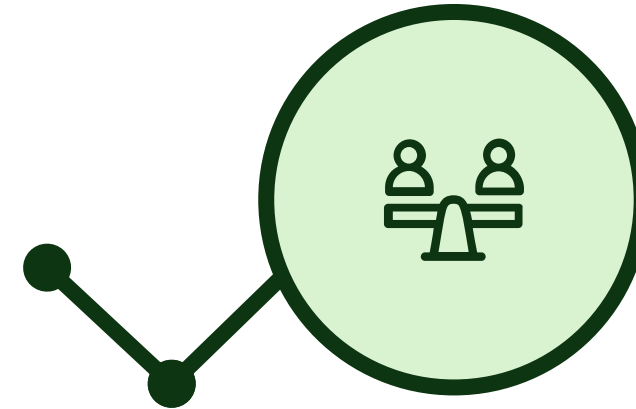
## Promotes Fair Treatment and Transparency

Takaful upholds justice and openness in every contract, ensuring all participants are treated equally and honestly.



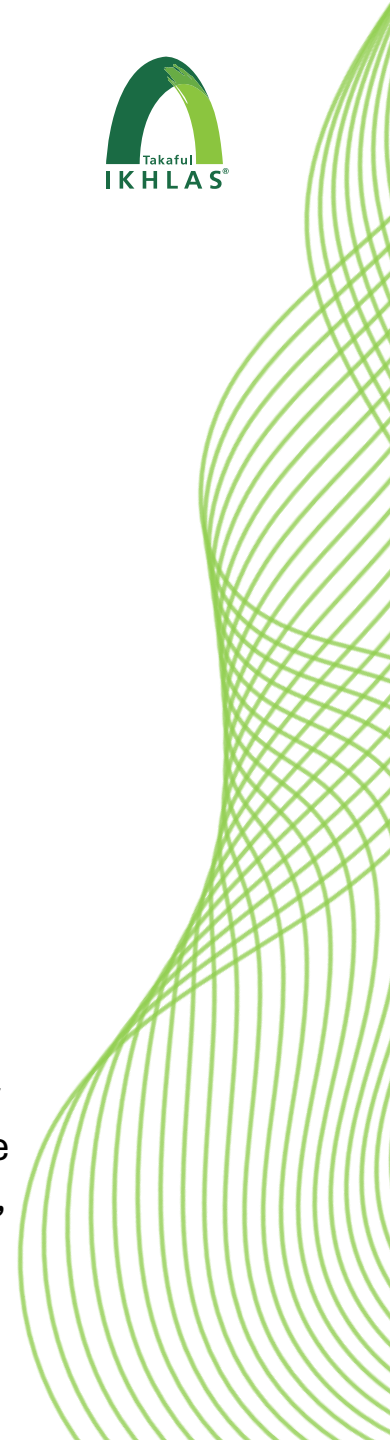
## Supports Financial Inclusion

Provides affordable protection to underserved communities, especially in rural and low-income areas, fostering social well-being.



## Encourages Risk-Sharing and Ethical Practices

Emphasizes cooperation and shared responsibility while avoiding exploitative elements like *riba*, *gharar*, and *maisir*.



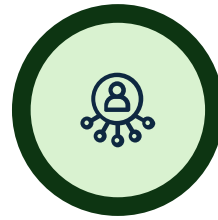
# Ethical Boundaries in Commercial Success

Malaysia's Takaful industry upholds Shariah principles through ethical profit-sharing, transparency, and fairness. It promotes financial inclusion, distributes billions in benefits, and drives sustainable growth that aligns economic progress with moral and social responsibility.



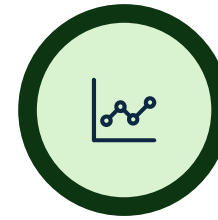
## Ethical Profit Pursuit

In Takaful, we pursue profit **ethically and with honesty**, prioritizing **protection and the well-being of clients**, so that the **income earned is blessed and meaningful**.



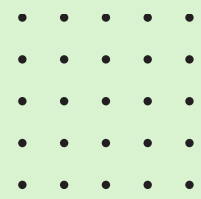
## Equitable Surplus Distribution

In Takaful, we uphold fairness by ensuring the **surplus is shared equitably**, reflecting the spirit of **mutual cooperation and justice** among all participants.



## Morally-Driven Growth

In Takaful, we strive for **morally-driven growth**, achieving success through **integrity, sincerity, and service to others**, not just financial gain.



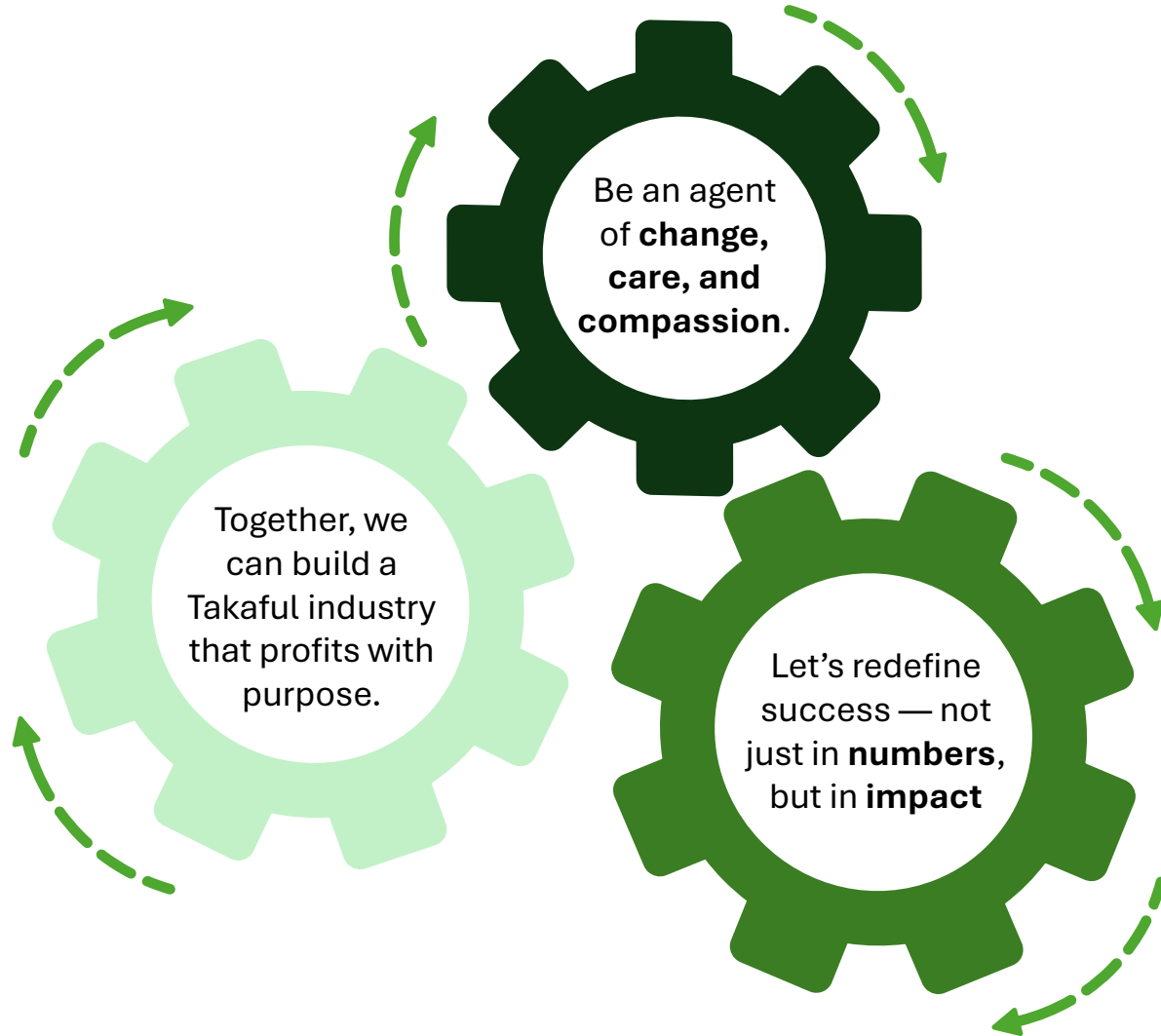
## Reflection:

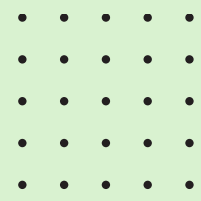
“ Takaful is not only a business; it is a mission — to protect, to serve, and to bring blessings (barakah) through ethical finance.

”



# Lead with Integrity, Serve with Purpose





“

وَأَنْ لَّيْسَ لِلْإِنْسَانِ إِلَّا مَا سَعَى ﴿٣٩﴾

And that there is not for man anything except what he strives for.

An-Najm 53: 39

”



# Thank You