



MEDIA RELEASE

LTAT Launches “Bersama Wira” Campaign

Honouring the Sacrifice of Malaysia's Heroes

KUALA LUMPUR, 22 September 2025 – Lembaga Tabung Angkatan Tentera (“LTAT”) today launched the BERSAMA WIRA campaign, further strengthening its commitment to its mission of Advancing the Socio-economic Well-being of Our Members.

The campaign enables the public to give back to our national heroes in line with the whole-of-nation approach. Beneficiaries include Malaysian Armed Forces (“MAF”) families facing critical illnesses or enduring financial hardships across MAF camps nationwide.

Funds raised will be channelled into providing care packages containing daily essentials and basic needs, sourced from Perbadanan Perwira Niaga Malaysia (“PERNAMA”), LTAT’s wholly-owned corporation that operates a network of retail outlets and distribution services for members of the MAF and their families.

“At LTAT, we have always been steadfast in advancing the socio-economic well-being of our members. We take a multi-pronged approach, not only through robust investment strategies that secure long-term value, but also through high-impact social performance initiatives that touch the lives of our Armed Forces community. The BERSAMA WIRA campaign reflects this commitment and is fully aligned with the MADANI values of compassion, inclusivity and shared responsibility”, said Mohammad Ashraf Md Radzi, Chief Executive.

“With the BERSAMA WIRA campaign, we are extending this commitment beyond our organisation by creating a platform for all Malaysians to give back to our national heroes. These heroes, who have dedicated their lives to safeguarding our sovereignty and security, deserve not only our respect but also our collective support in times of need. Together, we can ensure that their sacrifices are honoured with tangible care and meaningful impact,” he added.

The campaign was officially launched by LTAT Chairman, General Tan Sri Dato’ Sri Azizan Ariffin RMAF (Retired), together with LTAT Chief Executive, Mohammad Ashraf Md Radzi, during the WIRA Forum held at Royale Chulan Kuala Lumpur.

This inaugural WIRA Forum serves as a platform for dialogue, reflection and the exchange of ideas, with the aim of strengthening national aspirations in preserving harmony and sovereignty while drawing from the unique perspectives of the Malaysian Armed Forces. The forum featured distinguished former Chiefs of Defence Forces, including General Tan Sri Dato’ Sri Azizan Ariffin RMAF (Retired).

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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.

MEDIA CONTACT

Izzat Alhadjri

Director,

Head, Strategic Communications

Email : izzat.alhadjri@ltat.gov.my

Tel. No. : +603- 4815 8888

Website : www.ltat.gov.my