



MEDIA RELEASE

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GREAT EASTERN TAKAFUL MARKED ITS PRESENCE IN THE NORTH BY LAUNCHING BUTTERWORTH AGENCY OFFICE - GETSB AGENCY SYNERGY STATION (GASS)

Butterworth, April 10 - Great Eastern Takaful Sdn Bhd (GETSB) marked its presence in northern market i.e Penang, Perlis, Kedah & Perak by launching Butterworth agency office known as Great Eastern Takaful Agency Synergy Station (GASS). GASS was launched by the Executive Director and Chief Executive Officer of GETSB, En Mohamad Salihuddin Ahmad and also witnessed by GETSB's agency force and staff.

The establishment of GASS is intended as a management office, training centers as well as recruitment centre to recruit new potential takaful agent. GASS will facilitate agent's daily business and also act as a hub to the agents for this new agent recruitment drive. In addition, agent will be able to give their best service in meeting new customer in the northern region and attracting more potential customers to join the GETSB's family.

Executive Director and Chief Executive Officer of Great Eastern Takaful, En Mohamad Salihuddin Ahmad said, "Great Eastern Takaful plans to open a total of five GASS in 2012, Butterworth will act as the agency office for northern region right after Kota Bharu for East Coast region that was launched last month. Butterworth was selected as the strategic location to penetrate the northern potential market with its multi racial demographic that suitable with GETSB's takaful for all concepts. GASS will further enhance GETSB's branding among the existing competitors as well as strengthening its position and takaful penetration in Malaysia".

"In addition, the existence of GASS that located in KATMB's own building will also serve to strengthen the close relationship between KATMB as the shareholder of GETSB," he added.

GASS is located on the ground and second floor of KATMB's building, Butterworth branch with more than 600 sq ft floor space for ground floor and more than 1,600 sq ft floor space for second floor. With a concept of 'fun & contemporary', this synergy office is also equipped with agency managers office, management room, work station with wifi and internet facilities to facilitate online submission, living area or 'fun area', pantry, prayer's room, fully furnished training center with projector screen and other equipment. All of this is to facilitate the daily usage of the station and in order to attract more potential takaful agent to join GETSB's family.

For more information on GASS, please contact our Agency Development, Great Eastern Takaful at 03-4259 8351.

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