



PRESS RELEASE

For Immediate Release

Great Eastern Takaful wins BrandLaureate's Most Valuable Brand award

4 August 2020, Kuala Lumpur – Great Eastern Takaful Berhad has been named the recipient of the Most Valuable Brand – Takaful Solutions under the prestigious BrandLaureate Awards that recognises and rewards innovation, inspiration and integrity.

This year also marks BrandLaureate's foray as the World's First e-Branding Awards 2020, and pays special tribute to its awardees for its agility and resilience given current unprecedented times facing the global economy.

Most Valuable Brand recipients are evaluated on brand strategy, brand culture, integrated brand communications, brand equity and brand performance.

Great Eastern Takaful Berhad chief executive officer Shahrul Azlan Shahrman said: "We are inspired by the recognition given to us, and humbled to be part of a bigger community of BrandLaureate award winners that are icons in their respective industries.

"We remain driven by a very specific purpose, which is to get more Malaysians protected. To keep moving forward, we will continue to deliver innovative solutions and enhance our services to our loyal and future customers.

"It is my firm belief that, together, we will overcome the challenging and uncertain times that are upon us and will emerge stronger from the experience. On a personal note, let us come together to see the world a little differently, as we look ahead towards more sustainable living solutions for the good of all humanity."

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