



## **PRESS RELEASE**

For immediate release

### **Great Eastern Takaful Turns Ten**

10 December 2020, Kuala Lumpur – Great Eastern Takaful Berhad is blessed to be 10! In celebrating 10 years of Greatness, the leading takaful provider launched its 10 Unique Experiences Campaign – in celebration of its workforce and the communities it serves.

The campaign kicked off with the Work from Hotel Contest for employees, with the offer of 2 day-use room privileges at the chic and vibrant Le Méridien Kuala Lumpur on 8 and 9 December. The contest requirements included writing a 200-word essay on why they deserved to work away from home or the office.

The 10 winners were also each given a RM100 F&B credit voucher per day, which can be redeemed at all Le Méridien Kuala Lumpur’s restaurants.

The next Unique Experience up for grabs for the workforce is a Workstation Makeover package, where 5 lucky winners stand to each win RM1,000 in home décor vouchers.

There’re also fun activities planned for members of the public, including adrenaline-pumping adventure holidays and staycations for married couples wanting to wind down after a difficult year. This includes an all-expense paid vacation package at Club Med Cherating, among other exotic holiday packages. These stay packages will be offered in stages and will adhere to government movement restriction orders.

Great Eastern Takaful Berhad chief executive officer Shahrul Azlan Shahrman said “This year is about giving back, and it could not happen at a more appropriate time, when some families and individuals are going through challenging times. 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.”

In January 2021, the company will focus its efforts on uplifting underprivileged communities, specially centred around women and children empowerment.

This continues from its efforts for the community in Kampung Orang Asli Sg Gabong, Bentong, Pahang since 2018. Several projects were undertaken to raise the living standards of the 400 villagers there, namely through the installation of water purification and solar systems, economic empowerment through community farming and by training women on skills that allow them to supplement the income of the menfolk.

Great Eastern Takaful Berhad chief executive officer Shahrul Azlan Shahrman said of the company's CSR efforts: "We believe our role is to act as the link between the urban classes and under-served communities. Indirectly, we play a small but crucial part in enhancing their status in life, so that they are elevated a level where they are able to take small but strategic steps towards participating in and eventually contributing to the nation's progress through their own unique talent and abilities."

Lookout for contest call-outs on Great Eastern Takaful's social media platforms.

-END-