



PRESS RELEASE

For Immediate Release

Great Eastern Takaful is BrandLaureate's Brand of the Year for Takaful Solutions

3 May 2021, Kuala Lumpur – Great Eastern Takaful is this year's winner again for The BrandLaureate World Halal BestBrands e-Branding Awards 2021 - Brand of the Year - Takaful Solutions.

The Selection Committee of The BrandLaureate Awards said in a statement: Great Eastern Takaful was selected because the brand has not only stood strong, but has also reflected agility and resilience in coping with the totally unforeseen circumstances that COVID-19 has brought. This award recognises the company's well-deserved reputation for their brand leadership and commitment in building the business and its brand efforts of being a Shariah-compliant company.

Brand of the Year recipients are evaluated on innovation in product development, relevance in the Shariah compliant industry, engagement with the customer base and ability to impact communities through product and service offerings.

Great Eastern Takaful Berhad Chief Executive Officer, Shahrul Azlan Shahrman said: "We are inspired by the recognition given to us yet again this year, made even more meaningful especially since 2020 was a challenging year for most.

"We remain committed to upholding the concept of Takaful, which is about a group of people coming together to help out someone else who is in need. We are here for everyone who needs protection - ours is by no means a niche or targeted market.

Our products are carefully designed with the needs of the young person who has just entered the workforce, the father needing to cover his 5 children with his limited income, the more affluent wanting to leave a legacy for their future generations and so on.

Great Eastern Takaful is in acceleration mode. We need to accelerate, not just to grow our business, but to cover more people, because many, especially among the Muslim community, are either under-protected or not protected. And lessons of the past 15 months have proven that calamity, hardship, tough times, can befall anybody, anytime. And in the case of COVID-19, it has affected the whole world. So we need to get more people protected, and fast."

With the commencement of the National COVID-19 Immunisation Programme in Malaysia in February, Great Eastern Takaful launched a RM1million COVID-19 Vaccine Fund for its eligible customers who suffer from adverse effects upon receiving the vaccine. There is also the COVID-19 Hospitalisation Assistance Programme for those admitted into Government or Private Hospitals for COVID-19.

The company has also allocated a special COVID-19 Vaccine Fund for non-customers, offering hospital cash benefit and death benefit for those who suffer from adverse events following immunisation based on set eligibility criteria.

The latest addition to the company's stable of products is i-Great Generasi, a plan that provides flexible payment and coverage - less than RM2 a day for coverage starting from RM250,000. It also provides automatic 10% increase in Sum Covered every 5 years to ensure that the participant's future protection needs are taken care of as well.

In keeping with the times, there are also bite-sized protection products offered through digital shopping channels such as Shopee, Boost and Aspirasi. For more information on Great Eastern Takaful's offerings, please visit www.greateastertakaful.com

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