



PRESS RELEASE

For Immediate Release

Subscribe takaful plans online this CNY

25 January 2021, Kuala Lumpur – Great Eastern Takaful is offering two protection plans this Chinese New Year via its official store on e-commerce platform, Shopee starting 25 January 2021.

They are **EZShield** at RM27.50 for three months with benefits that include Death and Total and Permanent Disability Benefit of RM20,000, Accidental Death Benefit of RM40,000 and Special Income Benefit of RM1,000.

The other plan on offer is **HospeeFamily**, at RM40 for family health coverage.

The 3-month protection plan provides hospitalisation benefits due to illness or injury and lump sum Accidental Death Benefit while traveling in private or public conveyance. The benefit is also extended to up to 2 additional immediate family members upon hospitalisation and death due to an accident.

The plans are timely given the movement restrictions in place – its availability on Shopee provides an easy and hassle free method for people to get on to a protection plan for a limited term.

The uncertainty over the ongoing health pandemic also means that more and more people will prefer to get connected and make purchases through digital options.

The short-term coverage is ideal for those looking to get coverage for a specific period and purpose, especially during the upcoming festive season, where they are more likely to be moving about and engaging in outdoor activities with family and friends.

“We are offering these 2 plans during this festive season so that you not only get the protection you need but can also gift the same protection as an angpow for your loved ones this Chinese New Year,” said Great Eastern Takaful Chief Executive Officer Shahrul Azlan Shahrman.

Shopee's 2.2 CNY Sale to provide Malaysians convenience as well as easy access to necessities like takaful coverage as they gear up for the upcoming festivity. While Chinese New Year celebrations may not be the same this year, we can still care for our loved ones back at home. In times like this, affordable protection plans like Great Eastern's sure come in handy in protecting Malaysians from all walks of life,” said Ian Ho, Regional Managing Director of Shopee.

EZShield and HospeeFamily are available on e-commerce platform Shopee until 24 April 2021. Enjoy a smoother checkout when you pay with ShopeePay.

For more information on EZShield and HospeeFamily, please search for EZShield or HospeeFamily on Shopee, or alternatively, you can visit our website to view our Online Takaful plans.

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