



PRESS RELEASE

For Immediate Release

Great Eastern Takaful Celebrates Its 12th Anniversary

Celebrating meaningful achievement being named the Malaysia's Best Takaful Operator 2022 by Global Business Outlook

13 December 2022, Kuala Lumpur – Great Eastern Takaful Berhad (GETB) had recently celebrated its 12th anniversary on 10 December 2022. Aimed to help those in need, Great Eastern Takaful continues to strengthen its position in the takaful industry, especially after being awarded the Malaysia's Best Takaful Operator 2022 by Global Business Outlook.

Chief Executive Officer of Great Eastern Takaful, Encik Shahrul Azlan Shahrman said, "We are honoured and truly appreciate the trust of our almost 1 million customers who have chosen us as their family takaful operator. This achievement demonstrated the dedication and continuous efforts of over 9,000 takaful consultants and Great Eastern Takaful employees who prioritise the diversified customers' needs within the dynamic and competitive socio-economic landscape. Along with our brand promise of Reach For Great, we are committed to supporting our customers in all life stages."

Great Eastern Takaful's undivided commitment in providing health and financial protection to the community for over a decade serves as their manifestation to reduce the protection gap amongst Malaysians, as aspired by the Bank Negara Malaysia. Referring to a speech by En. Mohamed Sabri Ramli, Deputy Chairman of Malaysian Takaful Association (MTA) at the 2022 Takaful Star Awards ceremony, the family takaful penetration rate in 2021 was at 18.6% compared to 16.9% in 2020. This considerable increment is partly resulted by the digital transformation as well as various competitive product offerings besides increasing community awareness on the importance of takaful.

Embedding sustainability practices within the business, its latest fund, i-Ekuiti Global was introduced in addition to some enhancement made to group's protection plan, GET REV. Applications for the fund and takaful products can be made digitally through the M-POS application by its takaful consultants for a customer-friendly, easy and swift transactions. Through digitalised services such as the I-GET In Touch (iGIT) customer portal, applications and transaction processes can be completed within clicks.

"This year, we have successfully stepped forward and embarked our journey with the Value Based Intermediation Takaful (VBIT) initiative towards producing innovative products, services and sustainable business operations. VBIT does not solely focused on business activities, but it also emphasises social responsibility and community empowerment, especially the B40 segment as well as helping to protect the environment for a better quality of life," he added.

In its efforts to protect the environment and reduce plastic pollution, Great Eastern Takaful marked its new milestone as the first family takaful operator to own a 2-in-1 recycling and upcycling machine and launched a Sustainability Room to carry out recycling activities at workplace. Plastic waste that has been sorted by type will be recycled and moulded to produce a variety of useful items such as combs, rulers, bag clips and soap dishes. This initiative was well received and Great Eastern Takaful has actively been organizing various recycling awareness programs to the public including students.

Community empowerment activities are continuously being carried out through the government scheme, mySalam, in ensuring that the B40 segment are being protected. Great Eastern Takaful, which was appointed as the overall manager of mySalam had successfully protected over 1 million Malaysians. Various promotional efforts as well as roadshows throughout Malaysia have been carried out as part of its effort to increase public awareness on the benefits of the scheme.

This 12th anniversary also celebrates the achievement of Great Eastern Takaful in setting a new record in The Malaysia's Book of Records when they made the longest electric train service (ETS) rental with the involvement of over 700 takaful consultants.

For more information:

Great Eastern Takaful - <https://www.greateasterntakaful.com/>

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About Great Eastern Takaful Berhad

Great Eastern Takaful Berhad is a joint venture company between I Great Capital Holdings Sdn Bhd, a subsidiary of Great Eastern Holdings Limited and Koperasi AngkatanTentera (M) Berhad. Since its inception in 2010, the company has made great strides where it was named the 'Best New Islamic Institution' in 2011; 'Best New Takaful Institution' in 2012; and 'Best Takaful Operator (Asia)' in 2013 at the Islamic Business & Finance Awards in Dubai. In 2018, Great Eastern Takaful Berhad won an award for the 'Fastest Growing Takaful Company in Malaysia' by International Finance, a premium and business analysis publication in United Kingdom and Takaful Solutions Provider of the Year - South East Asia Award by Wealth & Finance International from United Kingdom. In 2019, i-Gr8 Harapan was named 'Best Takaful Product' by International Finance Awards and also clinched the 'Insurance Initiative of the Year' by Insurance Asia Awards. In 2020, Great Eastern Takaful Berhad was named the recipient of the 'Most Valuable Brand - Takaful Solutions' under the prestigious BrandLaureate Awards 2020. The company was also conferred the 'CSR Initiative of the Year' - Malaysia recognition by Insurance Asia Awards 2020. It was named joint winner of Malaysian Takaful Association's 'Corporate Social Responsibility Award' that same year. Great Eastern Takaful employees was conferred the sought after 'Young Takaful Manager' recognition two years running. In 2021, the company was awarded *Brand of the Year - Takaful Solutions* by the BrandLaureate World Halal BestBrands e-Branding Awards 2021.

The Government of Malaysia has also appointed Great Eastern Takaful as the administrator of mySalam, the national health protection scheme, under the supervision of Bank Negara Malaysia.

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