



PRESS RELEASE

For Immediate Release

Great Eastern Takaful Sets New Malaysia Book of Records

Raising environmental awareness with Malaysia's largest turtle sand sculpture

14 January 2023, Pahang – Family takaful operator, Great Eastern Takaful Berhad (GETB) today organised a head-start event with the presence of almost 1,200 agency force in Cherating, Pahang. This meaningful event witnessed the great spirit of takaful advisors to help preserve the environment, in addition to providing the best service to protect almost 1 million Malaysians.

Themed 'dare to be different, we do it right', the event marked a great year-opening initiative as it sets a new record in the Malaysia Book of Records with the production of the largest turtle-shaped sand sculpture in Malaysia, measured 8.8 meters long and 6.4 meters wide. The sculpture was created in its quest to raise the awareness of all participants and the community about environmental issues and plastic pollution endangering various species of marine life.

The highlight of the day, which is the certificate presentation by the Malaysia Book of Record, was also witnessed by the representative of the YAB Menteri Besar of Pahang, the Datuk Bandar of the Kuantan City Council, YH. Dato' Hamdan bin Hussin, Mr. Kamarudin Ibrahim, General Manager of Tourism Pahang, and YH. Dato' Hj Idros Yahya, General Manager of Tioman Development Board. The involvement of all guests of honor in producing of the sculpture symbolises great cooperation between Great Eastern Takaful and the state government towards achieving mutual environmental protection objectives. The city of Kuantan, under the management of the Kuantan City Council, which is in its transformation journey towards becoming 'Kuantan Tourism City', is the preferred destination this year and Cherating, as one of the tourist destinations gazetted by the Ministry of Tourism, Arts & Culture Malaysia.

The Chief Executive Officer of Great Eastern Takaful, Encik Shahrul Azlan Shahrman said, "As a family takaful operator who is very concerned about this intensifying issue, we step forward with extraordinary action to draw the attention of our agency force about plastic pollution. Reports related to marine life being severely affected by plastic is not new, in fact it has been going on for a long time and such cases are increasing to the point that marine animals are facing the risk of extinction. We believe that with collective action and cooperation by all agency force supported by more Malaysians, we can reach for great together."

"Today, we introduced a 2-in-1 recycling and upcycling machine to produce a variety of new items that can be used such as comb, ruler, bag clip and soap dish made from plastic wastes. It is part of our commitment in implementing the Value Based Intermediation

Takaful (VBIT) initiative by producing innovative products, digitalised services and sustainable business operations which bring positive impact on the community and the environment," he added.

This event which focuses on environmental issues is very unique as it does not only raise the awareness of its participants, but they were well guided on plastic waste management measures and experience the fun of upcycling activities.

Every year, Great Eastern Takaful agency force and the management will hold a head-start event to celebrate the business performance as well as inspiring the agency force to continuously provide health and financial protection to more Malaysians. The business growth and agency recruitment of Great Eastern Takaful in 2022 further demonstrated their commitment in narrowing the takaful protection gap amongst the community.

For more information:

Great Eastern Takaful - <https://www.greateastertakaful.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. Most recently, Great Eastern Takaful was awarded "Best Takaful Operator Malaysia 2022" by the Global Business Outlook Awards.

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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