



PRESS RELEASE

For Immediate Release

Great Eastern Takaful Aboard the Locomotive Train for Raya Kampong GETB Celebration!

An unforgettable Raya experience like no other.

10 May 2024, Kuala Lumpur - In the month of Syawal, Muslims around the world celebrated Hari Raya, and Great Eastern Takaful Berhad (GETB), a family takaful operator, embarked on a unique journey to celebrate the occasion with its employees. The event, aptly named "*Raya Kampong GETB*", aimed to bring back the nostalgic charm of old-school Raya celebration to which all GETB staff are required to don their best Malay classic attire.

Themed "*Melayu Klasik*", the Raya Kampong GETB celebration took place aboard the Keretapi Tanah Melayu Berhad Kuala Lumpur's (KTMB KL) locomotive train, travelling from Kuala Lumpur to Tampin. All staff members were treated to a special *balik kampung* experience as they journeyed through the picturesque Malaysian countryside while enjoying the classical ambiance from food to decorative elements and classical games such as *congkak*, dart, *dam haji* and karaoke contest. Upon arrival in Tampin train station, specially prepared buses awaited all GETB staff to transport them to Dewan Perdana Tampin, where the festivities continued.

Reflecting on the event, En. Shahrul Azlan Shahrman, the Chief Executive Officer of Great Eastern Takaful remarked, "The purpose of this Raya Kampong GETB on a locomotive train was to allow all staff to experience the refreshing Raya celebration with a unique twist to it. Being the first takaful operator to charter 12 coaches in light of Raya festivities, we aspire to reach for great in ensuring continuous fun and engaging staff activities. It was heartwarming to observe the value of togetherness, and this is one of our efforts to demonstrate our utmost appreciation to everyone that has tirelessly contributed towards our business growth. The occasion was even more special with the presence of the underprivileged community segment which we wholeheartedly cherished."

GETB extended the spirit of sharing and reaffirms its commitment in helping people in need, by inviting underprivileged children from Pertubuhan Kebajikan Anak-anak Harapan to join in the festivities. This corporate social responsibility (CSR) initiative, under the GET-Care initiative aimed to provide an exciting Raya experience in which their presence added an extra layer of joy while spreading the festive far and wide.

In addition to the scrumptious Raya delicacies, the occasion buzzed with excitement as the staff walked down the memory lane with their childhood snacks, creating a feast for the senses. Photo booth, *rezeki* draw and best dressed competition were carried out alongside live buskers performance, to provide opportunity for staff to create lasting memories with their colleagues.

The commitment to enhancing employees' wellbeing that was demonstrated through initiatives such as the Raya Kampong GETB celebration reflects Great Eastern Takaful as a people-centric organisation. Prior, Great Eastern Takaful was named The Best Employer by Kincentric Best Employers Award 2023. This prestigious accolade underscores the company's dedication to fostering an exceptional workplace environment where innovation thrives, and memorable experiences are cultivated for its staff.

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ABOUT GREAT EASTERN TAKAFUL BERHAD

Great Eastern Takaful Berhad (GETB) is a joint venture company between i Great Capital Holdings Sdn Bhd (i-Great), a subsidiary of Great Eastern Holdings Limited and Koperasi Angkatan Tentera (M) Berhad. Launched in 2010, Great Eastern Takaful is committed in providing comprehensive family takaful solutions which provide health and financial protection in its effort to narrow the protection gap amongst Malaysians, including the lower income segments (B40). Adopted the Takaful for all approach, its business operations are well supported by various distribution channels, corporate and bank partners in its quest to remain its position in the industry and to fulfil customers' protection needs.

Beyond its business operations, Great Eastern Takaful has actively carried out various corporate social responsibility initiatives, focusing on education (GET-Pintar), community development (GET-Care) and environmental Protection (GET-Green) to help the community enhance their quality of life.

The aspiration of Great Eastern Takaful to reach for great with fellow Malaysians was proven through various local and international awards and recognitions. Among the latest recognition is the "Best Takaful Provider Malaysia 2022" by Global Business Outlook Awards and in 2023, Great Eastern Takaful was awarded the "Most Valuable Brand – Takaful Solutions" by The BrandLaureate BestBrands Awards, the "Best Takaful Solutions Provider" by Global Islamic Finance Awards (GIFA) and few Takaful Star Awards by the Malaysian Takaful Association. Great Eastern Takaful was also named The Best Employer by the Kincentric Best Employers Award. For further information, visit www.greateastertakaful.com.

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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