



PRESS RELEASE

For Immediate Release

Great Eastern Takaful and Universiti Teknologi Malaysia Award Outstanding Innovators of GREAT Innovation Challenge

From AI learning to real-world solutions, initiative nurtures sustainability-driven talents across Malaysia

13 May 2026, Kuala Lumpur – Great Eastern Takaful Berhad (GETB), in collaboration with Universiti Teknologi Malaysia (UTM) Kuala Lumpur through its Centre for Artificial Intelligence & Robotics (CAIRO), successfully concluded the GREAT Innovation Challenge (GIC) with a Closing Ceremony and Final Showcase, celebrating innovation and creativity of the university students across the nation.

Launched in September 2025, this national-scale competition challenged Malaysian university and college students to reengineer the plastic upcycling machine into smarter, portable, and enhanced mechanical systems with AI integration that transform plastic waste into valuable products, driving sustainability innovatively. The initiative builds on Great Eastern Takaful's ongoing upcycling effort, Jelajah Upcycling, reflecting its commitment to sustainability, financial literacy, and promoting environmental awareness among communities across Malaysia since 2022.

This closing ceremony which took place at Residensi Grand Banquet Hall, UTM Kuala Lumpur, brought together university students, industry experts, and academic leaders in a full-day programme that not only recognised top innovators but also inspired younger students through hands-on exposure to Artificial Intelligence (AI) and advanced technologies. During the day, finalists showcased their prototype innovations, presenting their concepts, functionality, and potential societal impact to judges and invited guests. Their entries were evaluated based on key criteria including innovation, technical design, usability, testing and validation, as well as social and environmental impact, ensuring solutions were not only creative, but also practical and scalable.

According to Mrs. Jasveen Kaur Marne, the Appointed Representative of Great Eastern Takaful, "The GREAT Innovation Challenge reflects our commitment to empowering the next generation with the knowledge, skills, and mindset needed to navigate an increasingly digital and complex world. By combining innovation with purpose, we hope to inspire solutions that not only in advancing technology but also create meaningful impact for society. At Great Eastern Takaful, we go beyond providing Takaful protection. We are committed in nurturing future leaders who will drive positive change and contribute towards a more sustainable environment."

The Closing Ceremony and Final Showcase was graced by Mrs. Jasveen Kaur Marne, the Appointed Representative of Great Eastern Takaful accompanied by Professor Dr. Fauziah binti Sh. Ahmad, Head of UTM Kuala Lumpur Branch Campus, with the presence of the

management team of both Great Eastern Takaful and UTM Kuala Lumpur, strategic partners which are the Centre for Artificial Intelligence and Robotics (CAIRO) and Institute of Electrical and Electronics Engineers (IEEE), technical judges and students.

The competition concluded with the announcement of winners, recognising outstanding creativity, technical excellence, and innovative problem-solving. Vanta emerged as the Grand Prize Winner, receiving RM12,000 for an impressive solution that demonstrated strong innovation, functionality, and real-world applicability. The second prize, worth RM8,000, was awarded to Green AI Innovator, while PVD secured the third prize of RM5,000, with both teams presenting well-developed and forward-thinking solutions. In addition, two teams, Codespark and Monoglobal, received consolation prizes.

Professor Dr. Fauziah binti Sh. Ahmad, Head of UTM Kuala Lumpur Branch Campus, said “This competition provides a valuable platform for students to translate ideas into tangible innovations. By carrying out rigorous evaluation, testing, and functionality assessments, participants are able to develop solutions that are not only creative, but also practical, scalable, and impactful. Our collaboration with Great Eastern Takaful has created meaningful opportunities to demonstrate the importance of AI and technology integration, in addressing environmental challenges and contributing to a more sustainable future.”

The GREAT Innovation Challenge continues to serve as a platform for students to develop future-ready skills, bridging academia and industry while encouraging practical innovation aligned with real-world challenges. Through initiative like this, Great Eastern Takaful reinforces its commitment in empowering communities, enhancing financial and digital literacy, and supporting the development of young Malaysians.

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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 recognitions are 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 in 2023. 2024 observed Great Eastern Takaful being named “The Best Employer” by the Kincentric Best Employers Award, awarded the “Best Takaful Solution

Provider” by Global Islamic Finance Awards (GIFA), honoured with the “Initiative Award –Upcycling” by the ESGBusiness Awards and received several other awards from the HR Excellence Awards 2024. In 2025, Great Eastern Takaful once again being named The Best Takaful Operator by The BrandLaureate BestBrands Awards besides winning three prestigious awards at the HR Excellence Awards 2025 organised by Human Resources Online, including the coveted title of The Best HR Team (SME), along with Excellence in Championing Women Leaders and Excellence in Cross-Generational Workforce Engagement. For further information, visit www.greateasterntakaful.com. Great Eastern Takaful is a member of PIDM.

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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