



PRESS RELEASE

For Immediate Release

Great Eastern Takaful Bagged Multiple Recognitions at Employee Experience Awards Malaysia and Takaful Star Awards 2026

Accolades reflect continuous dedication to innovation, people empowerment, and delivering meaningful protection to Malaysians

26 May 2026, Kuala Lumpur – Great Eastern Takaful Berhad (GETB), a trusted family takaful operator, continues to strengthen its position as one of the leading takaful operator in Malaysia by providing innovative and inclusive protection solutions and achieved multiple prestigious recognitions at the Employee Experience Awards Malaysia 2026 and Takaful Star Awards 2026.

These accolades reflect Great Eastern Takaful's ongoing commitment to excellence in workforce development, workplace culture, leadership empowerment, and customer-centric takaful solutions, while further reinforcing the company's aspiration to reach for great.

At the Employee Experience Awards Malaysia 2026 held at W Kuala Lumpur, Great Eastern Takaful was honoured with several distinguished awards, including Best Women Leadership Programme, Best HR Communication Strategy, Best Remote Learning Initiative, and Best Skilling Strategy. The recognitions underscore the company's strong commitment to cultivating a progressive, diverse, and inclusive workplace environment that empowers employees to continuously grow, innovate, and excel in their careers.

Mrs. Jasveen Kaur Marne, the Appointed Representative of Great Eastern Takaful said, "These recognitions reflect Great Eastern Takaful's strong commitment in building a future-ready, people-centric organisation. We empower women through intentional leadership pathways within an inclusive ecosystem and by continuously strengthening our communication strategies. We set our focus on clear and meaningful engagement that keep our people connected and aligned. Our belief that learning should be flexible and accessible enables our employees to grow anytime, anywhere. At Great Eastern Takaful, our people are our greatest strength, and we remain committed to developing them with the capabilities needed to thrive in an evolving landscape."

In addition to its achievements in human capital excellence, Great Eastern Takaful was also recognised at the Takaful Star Awards 2026, organised by the Malaysian Takaful Association (MTA) at the Genting International Convention Centre. Under the Family Takaful Individual Business category, Great Eastern Takaful received awards for Top Agency Manager (Direct) and Top Agency Manager (Group).

Meanwhile, under the Family Takaful Group Business category, the company was awarded the Top Group Business Producer and Top Group Business Corporate Agency. Further

adding to the night's achievements, Great Eastern Takaful was honoured the MTA MC Top Agent under the Special Category.

On the honours of the dedication and passion demonstrated by the company's takaful advisors and business partners in serving Malaysians nationwide, Mrs. Jasveen Kaur Marne, the Appointed Representative of Great Eastern Takaful added, "These awards are not only milestones for Great Eastern Takaful, but also a testament to the dedication, resilience, and professionalism of our takaful advisors, leaders, and employees who continue to go above and beyond in delivering meaningful protection to Malaysians. Their commitment inspires us to continuously raise the bar, embrace innovation, and create greater value for the communities we serve."

The Takaful Star Awards 2026 and Employee Experience Awards Malaysia 2026 served as important industry platforms that recognise outstanding achievements and contributions within the takaful and employee experience landscape in Malaysia.

For Great Eastern Takaful, these recognitions symbolise more than the achievements alone and they represent the company's continuous journey in driving excellence, empowering people, and shaping a stronger future for the takaful industry.

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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.greateastertakaful.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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