



MEDIA RELEASE

For Immediate Release

Great Eastern Takaful Celebrates 13th Anniversary

Remain committed in helping Malaysians to achieve life aspirations

11 December 2023, Kuala Lumpur – Great Eastern Takaful Berhad (GETB) has recently celebrated its 13th anniversary on 10 December 2023. Staying true to its purpose of helping people in need, Great Eastern Takaful continues to improve its reachability which has now recorded over 1.6 million customers to help achieve their life aspirations with comprehensive health and financial protection.

Chief Executive Officer of Great Eastern Takaful, Mr. Shahrul Azlan Shahrman said, "As a family takaful operator who is ever ready to protect our customers, we truly appreciate the trust of Malaysians who have chosen Great Eastern Takaful as their protection partner. Their aspirations to live life in peace of mind and confidence with health and financial protection especially in facing unprecedented challenges have always been our priority. Comprehensive takaful protection is ultimately important not only to protect individuals, but it also protects family members and their legacies."

Citing the keynote address during the Takaful Star Awards 2023, as of June, the penetration rate of the takaful industry recorded 19.54% compared to 19.48% in 2022. This increase is aligned with Great Eastern Takaful's efforts which also plays a role as one of the leading takaful operator that places huge commitment to help narrowing the protection gap amongst Malaysians. With over 10,000 dedicated takaful advisors and innovative product development and digitisation of services, it strengthens its position in the industry within a dynamic socioeconomic landscape.

Launching a new product as the curtain-raiser of 2024, Great Eastern Takaful also launched a brand refresh initiative to increase its competitiveness and image in line with its group company, Great Eastern Holdings Limited, which has been operating for over a hundred years. This enhancement will feature a robust brand strategy to increase marketability and to ensure the brand's relevance especially for the younger generation.

"We believe that with this new branding strategy, we could reach out to more segments of the community and it serves as one of the efforts to increase people's trust towards our offerings that protect all levels of society in every stage of their lives. Beyond business operations, we are focusing on the low-income group (B40) as well, which in need of the affordable protection plan along with increasing awareness of takaful protection in helping them make the best choice for their future and their families," he added.

The efforts to empower the B40 segment is also strengthened through the government scheme, mySalam which actively being implemented and referring to the 2024 Budget

that has been announced, it will continue for the next two years. As of 2023, Great Eastern Takaful who was appointed as the manager of mySalam had successfully helped more than 1,221,640 Malaysians and to date, had assisted the payment of claims amounting RM900 million with 142 kiosks operating in all government hospitals to facilitate claims processes. The microtakaful protection plan, MikroSayang, which is offered specifically to help this segment, also showed great response where it has now protected a total of 43,000 participants.

The enhancement of its product offering especially i-Great Nova with various additional riders also helps to increase the marketability of products that meet the needs of customers. Along with the increasing needs, Great Eastern Takaful is also exploring new and more unique business opportunities and strengthening its strategic collaborations such as partnership with Amanah Warisan Berhad (AWARIS) in offering free will-writing service in addition to various other collaborations with banking and corporate distribution partners.

This 13th anniversary is also celebrated alongside its achievements in receiving various recognitions including the Value-Based Intermediation for Takaful (VBIT) Award. This award recognises the company's continuous efforts through the GETB Upcycling Project initiative which revolves around environmental awareness to more than 3,500 individuals and the introduction of recycling activities as a proactive measure in dealing with the concerning plastic pollution issue.

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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. For further information, visit www.greateasterntakaful.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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