



PRESS RELEASE

For Immediate Release

Great Eastern Takaful Launched ‘Paw’er Up with Roarie to Promote Financial Literacy for Young Generation

Empowering financial knowledge with fun and engaging edutainment approach

10 January 2025, Kuala Lumpur – Great Eastern Takaful Berhad (GETB) continues its commitment to youth empowerment in 2026 with the launch of ‘Paw’er Up with Roarie, an initiative designed to nurture financial literacy among children and teenagers aged 7 to 17. Through this program, Great Eastern Takaful aims to equip the younger generation with essential money management skills in a fun and interactive way, reinforcing the company as an organisation that places strong importance on financial literacy as a foundation for lifelong financial well-being.

The programme falls under its GREAT-Pintar sustainability pillar, which focuses on education and youth development. Building on the success of past initiatives such as the *Jelajah Upcycling* Programme and the Minecraft Education Challenge, Great Eastern Takaful expanded its outreach through the launch of ‘Paw’er Up with Roarie, held at *Tropickle, Ampang*. The event welcomed customers, members of the public, and Great Eastern Takaful employees to witness an official introduction of its financial literacy programme.

The event featured a range of engaging competitions, interactive financial literacy sessions, and creative workshops designed for both children and parents. It also marked the official debut of Roarie, the Great Eastern Takaful’s mascot, who serves as a relatable and friendly character for the young segments. Through Roarie, learning is made fun, interactive, and impactful.

Among the highlights of the event were family-friendly games such as Family Paw-er Mission, Paw-fect Shot Score, Paw-tastic Art Corner, and many other exciting activities. The launch event attracted approximately 300 participants, reflecting strong interest and support for the initiative.

Head of Marketing of Great Eastern Takaful Berhad, Puan Rashida Mior Ahmad Darwish shared, “In today’s technology-driven era and with the new generation, it is important to approach education differently. We believe that learning experience comes in various forms, especially through entertainment, which we now refer to as edutainment. Through ‘Paw’er Up with Roarie, we aim to make financial literacy more engaging and meaningful for the young minds.”

She further emphasised the importance of early financial education, noting that financial literacy plays a vital role in today’s economy, particularly in cultivating good saving habits. “Paw’er Up with Roarie combines play and education, creating an environment where

children learn while having fun. Through interactive games, creative activities, and practical lessons, we aim to provide a strong foundation for financial understanding, empowering the next generation to make informed decisions and build a secure future,” she continued.

Great Eastern Takaful continues to champion financial literacy through initiatives like ‘Paw’er Up with Roarie,’ reflecting its dedication to build financially confident future generations. By introducing money management concepts in a fun and relatable way, the organisation strives to equip young learners with practical skills that encourage smart decision-making and lay the groundwork for long-term financial security.

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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. 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. 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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