



PRESS RELEASE

For Immediate Release

Great Eastern Takaful Showcases #BuktiCintaAbadi Campaign, an Exclusive Gold Activation Event in Collaboration with HABIB

Where Financial Planning Meets the Timeless Symbol of Love and Legacy

12 June 2026, Kuala Lumpur – Great Eastern Takaful brought its #BuktiCintaAbadi campaign to life through an exclusive Gold Activation Event in collaboration with renowned jeweller HABIB, creating a distinctive experience that bridges financial protection with the enduring value of gold. Held from 6 to 7 June 2026 at the Habib landmark on Jalan Bunus, Kuala Lumpur, the two-day event offered guests an immersive journey into how financial planning can become a meaningful expression of love, care, and long-term legacy.

Themed #BuktiCintaAbadi (Proof of Eternal Love), the campaign was designed to go beyond conventional engagement approaches. The activation reflects Great Eastern Takaful's commitment towards customer-centric innovation, helping Malaysians better appreciate the importance of financial protection through tangible visualisations.

The exclusive event welcomed approximately 100 invited guests, comprising takaful advisors, customers and selected prospects, fostering deeper conversations in an intimate and engaging setting. At the heart of the experience was a striking showcase that brought financial concepts to life where guests could visualise RM500,000 through an equivalent display of jewellery alongside a 1kg gold bar, transforming abstract figures into something tangible and memorable. To enhance the experience further, guests interacted with an AI-powered photobooth that generated personalised images of themselves adorned with gold jewellery, helping them envision the feeling of being financially protected.

Commenting on the initiative, Mrs. Jasveen Marne, the Appointed Representative of Great Eastern Takaful said, “#BuktiCintaAbadi is grounded in a simple reality, where many Malaysians understand the importance of financial protection, but often struggle to relate it to real, everyday value. Our collaboration with Habib was designed to close that gap by making financial outcomes more tangible and easier to appreciate. Through the RM500,000 gold showcase, we helped customers better understand what they are working towards and why it matters.

Beyond awareness, the focus is on action. Through personalised engagements and advisory sessions, between our takaful advisors and their prospects, the aim was to support individuals in taking practical steps to strengthen their protection and plan more intentionally for their families' future. Ultimately, #BuktiCintaAbadi is about turning good intentions into concrete plans and ensuring that love and responsibility are backed by real, lasting financial security; in this case, be it gold or takaful protection.”

The campaign which runs from 9 May to 22 June 2026 is supported by a suite of solutions including i-Great Evo, i-Great Nova, i-Great Chinta, i-Great Yaqeen, and i-Great Mega Plus, catering to individuals and families across different life stages thus facing different needs. Eligible customers may receive exclusive gold pendant rewards from HABIB, subject to terms and conditions.

The collaboration with HABIB further amplifies the campaign's impact, bringing together two brands rooted in trust, heritage, and long-term values. Gold has long represented resilience and lasting worth, values that closely mirror the importance of sound financial planning.

During the event, guests were guided through a carefully curated journey, starting with the showcase, followed by interactive experiences, and culminating in private café-style consultations with Great Eastern Takaful advisors. These sessions provided a relaxed environment for discussing personal financial goals, protection needs, and legacy aspirations, complemented with exclusive door gifts as a token of appreciation.

Through initiatives such as the #BuktiCintaAbadi Gold Activation Event, Great Eastern Takaful continues to demonstrate its commitment to customer-centric innovation, experiential engagement, and the delivery of meaningful financial solutions, empowering individuals and families to move forward with greater confidence and peace of mind. Visit www.greateastertakaful.com for more information.

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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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