



PRESS RELEASE

For Immediate Release

GREAT EASTERN TAKAFUL, PAVING THE WAY WITH THE 1st EXCLUSIVE TAKAFUL PLAN IN MALAYSIA

**i-Early Payout CriticalCare Rider –
The first Takaful Plan that pays at the early stages of various critical illnesses**

Kuala Lumpur, 2 March – Great Eastern Takaful Sdn Bhd (GETSB) is proud to be the first in the Takaful industry to introduce i-Early Payout CriticalCare Rider (i-EPCC) to meet the needs of customers in the country. It is the first Takaful plan in Malaysia that pays at the early stages of various critical illnesses. It is also one of the major riders that can be attached to i-Great Damai, our pioneer investment linked product.

With today's advancement in medical technology and the awareness on early screenings and regular check-ups, critical illnesses are likely to be detected at a much earlier stage compared to a decade or two ago. With early treatment, the survival rates for many of these critical illnesses have improved dramatically. However, reality strikes when what is available in the current market would not be able to serve its purpose when it is needed the most. Many customers face the dilemma as most critical illness coverage pays out only when the illness reaches a critical stage. With i-EPCC, customers need not worry as it gives customers a payout at the early stages of a critical illness, hence enabling customers to seek early medical treatment before the illness progresses to a more severe and critical stage.

Great Eastern Takaful's Executive Director and Chief Executive Officer, En Mohamad Salihuddin Ahmad says, "At Great Eastern Takaful, our mission is to pave the way to a great and colourful life, thus a timely launch of i-EPCC in providing the right product to help you and your loved ones through major obstacles in life. By having i-EPCC, these unexpected events will turn into something financially manageable with its unique

complement benefits. At the stage of early detection of critical illness, you will get financial help for early treatment with i-EPCC”.

“This protection will give you some peace of mind and i-EPCC will help to resolve the expenditure on the early stages of critical illness. This will enable you to focus on your recovery and allow you to continue living life to the fullest with your loved ones”, he added.

One of the unique features of i-Early Payout CriticalCare is that it allows multiple claims for different critical illnesses or across severity levels within the same critical illness. There are no limits to the number of critical illness conditions that you can claim against, as long as the pre-defined conditions are fulfilled and the claim payouts are within its sum covered limit.

In order to serve the customers need in protection based, GETSB also has showcased various New Takaful Riders that are available such as i-Great Income Rider (i-GI), i-Accidental Medical Reimbursement Rider (i-AMR), i-Comprehensive Accidental Benefit Xtra Rider (i-CABX) during this auspicious launch.

For more information on i-Early Payout CriticalCare Rider, our customers are advised to contact their servicing agent or our Careline at 1300 13 8338 or log on to our website at www.i-great.com.