



PRESS RELEASE

For Immediate Release

GREAT EASTERN TAKAFUL LAUNCHES i-GREAT SALAM

Comforts you when you need it. Rewards you when you are well.

Kuala Lumpur, 01 April 2016 – Great Eastern Takaful Berhad (GETB) is pleased to announce the launch of i-Great Salam, the latest Family Takaful plan to be introduced to GETB's suite of products. i-Great Salam was designed to cater to the needs of those who want the access to better healthcare.

Encik Zafri Ab Halim, GETB's Chief Executive Officer, said, "This plan is more for those who wants greater protection on top of their existing medical plan. With i-Great Salam, you will be able to enhance your access to medical facilities upon early diagnosis and once your medical needs are taken care of, you can focus on getting well."

"We have designed i-Great Salam bearing in mind the numerous reports and stories of how one gets caught off guard upon diagnosis of critical illness. We want you to be better prepared, so we have come up with benefits such as first; Automatic Additional Sum Covered which means there will be a 5% automatic increase on your basic sum covered from the 3rd certificate year and every 3 years thereon up to 12 certificate years. The second benefit, coverage of various stages of the Covered Events; and thirdly, even providing our customers a Wellness Benefit voucher after participating for 3 years. We are saying, don't worry, take control of your life now and you can then live life to the fullest."

"As general public becomes more health conscious, topped with medical advancement and vast health screening opportunities, early detection of critical illness is increasingly common. The Covered Events benefit provides pay out at 3 different stages of critical illness such as the early stage which sees a pay out of 50%, intermediate stage at 100% and the advanced stage also at 100%. The intent of this product innovation is to make a benefit available for less severe stages of critical illnesses too. For instance, you might not be able to

claim for removing one kidney under normal critical illness plan, but with i-Great Salam, you are able to do so since the benefit pay out is based on severity level.”

Multiple claims can be made under the Covered Events benefit as long as the claims are paid out when the pre-defined conditions are met and the claims pay out are within the sum covered limit. For example, should you be diagnosed with early Parkinson’s Disease, you can claim early stages of the illness of up to 50% of your sum covered (inclusive of Additional Sum Covered should your plan be effective for more than 3 years) and later on claim the balance 50% at the intermediate stage when you are diagnosed with moderately severe Parkinson’s Disease. You are also able to make early stage claims for two separate illnesses provided they are not of the same event.

Hospital Allowance covers both normal ward and Intensive Care Unit. This benefit sees to it that you receive daily cash for each day admitted in the normal ward and double daily cash benefit should you be warded in the Intensive Care Unit. i-Great Salam is made available to all within the age range of 30 days to 60 years old and coverage up to 85 years old.

“The launch of this product is very significant for GETB as it is the first of many for the 2016 for our distribution channels. We are starting the year with a product designed for our Agency distribution channel and soon after, for our respective Bancatakaful as well as Group Business partners. Don’t forget to like our facebook page at www.facebook.com/greateasterntakaful as we will be posting quizzes with the launch of i-Great Salam. We also have many interesting materials posted, some on lifestyle, some on current events and even motivational pieces. For more information on i-Great Salam and our other offerings come visit our newly launched website at www.greateasterntakaful.com” Encik Zafri explained.

For more information on i-Great Salam, please call 1300 13 8338. i-Great Salam brochure is made available via our Takaful Solutions section in our website or alternatively you can also locate your friendly Takaful Advisor that is nearest to you, all through www.greateasterntakaful.com.

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About Great Eastern Takaful Berhad

Great Eastern Takaful Berhad is a joint venture company between I Great Capital Holdings Sdn Bhd (i-Great), a subsidiary of Great Eastern Holdings Limited and Koperasi AngkatanTentera (M) Berhad. Since its inception in 2010, the Company has made great strides where it was named the 'Best New Islamic Institution' in 2011; 'Best New Takaful Institution' in 2012; and 'Best Takaful Operator (Asia)' in 2013 at the Islamic Business & Finance Awards in Dubai.

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