



PRESS RELEASE

For Immediate Release

Great Eastern Takaful offers i-Great Damai 2.0 in conjunction with Race for Cover Takaful 2020.

1 October, Kuala Lumpur – As part of Great Eastern Takaful Berhad's (GETB) commitment in the recently launched campaign of Race for Cover Towards Takaful 2020 (RfCTT 2020) by the Malaysian Takaful Association (MTA), the company is proudly presenting the i-Great Damai 2.0; a customised takaful plan for everyone's needs.

According to the central bank's Financial Stability and Payments Report 2016, even among the insured or covered population, there is an estimated average protection gap of RM553,000 to RM723,000 per family, which is the amount needed for them to maintain their existing standard of living if a primary wage earner passed away. In another study conducted by MTA in 2014, the working Malaysian need to have a Takaful coverage of about nine times their annual salary. This translates into a shortfall of takaful coverage of RM200,000 per individual and the overall protection gap of 12.5 million working Malaysians in 2013 which totalled RM2.5 trillion.

With these in mind, the i-Great Damai 2.0 was curated with a goal to give customers the opportunity to address both protection and investment needs based on their individual requirements at different stages of life. This is in line with the RfCTT 2020's objectives which are to reduce protection gap as well as to increase takaful penetration rate by 25% of the population by year 2020.

While sharing his views about this product, En. Shahrul Azlan Shahrman, CEO of GETB said: "Life is a journey through different stages with changing priorities. As one is maturing and taking on additional responsibilities, his priorities change. While one type of protection may seem to be extremely important for someone single and just about to start his career but the same cannot be said for one who is entering retirement age. Therefore with i-Great Damai 2.0, we offer four different packages to cater to four different life segments which we have identified to be the most significant stage of life that requires different type of protection according to their varied priorities and needs respectively".

He also added, “i-Great Damai 2.0 also offers flexibility in customising your plan with its unique riders to complement your coverage to suit your needs as you grow along. i-Great Damai 2.0 is a great choice to those seeking a Shariah-compliant takaful that not only protects them but offers them a chance to create savings via Shariah-compliant investment funds throughout their lives”.

i-Great Damai 2.0 is a regular contribution investment-linked family takaful plan with access to professionally managed unit fund(s) that matures at age 99. It offers four different comprehensive packages to suit different stages and priorities in life. Its *Start Right* package has a mix of investment-linked plan, medical, accidental and income riders, which is packaged to suit the younger generation who are about to venture into working life. Whether you are carving out your career or taking time off to travel, you should be getting the right protection from now so that it helps you financially in the future.

Prime Care is another package in i-Great Damai 2.0 designed for a young family which consists of investment-linked plan together with a list of medical and critical illness related riders. When you are supporting a family, you perhaps face the most daunting financial pressures with expenses like a new home and raising young children. As parents, your most basic instinct is to protect your children and do all that you can for them. That is why *Prime Care* is an important consideration for every family to protect your children should anything unforeseen happens to you.

The third plan under the i-Great Damai 2.0 umbrella is the *Smart Lady* package. It is designed for women that covers medical and critical illness related riders. Nowadays, women are go-getters as they are not only taking care of their homes but are also excelling at the workplace. Challenges of managing work, family and home can take its toll even on the healthiest person. With coverage on early stage such as female vital organs, breast mastectomy and other female related illnesses, *Smart Lady* package is the smartest health choice for every woman.

Hajj Ready is another unique package i-Great Damai 2.0 has to offer. It is a combination of investment-linked plan with a specifically designed Hajj benefit topped with an accidental rider. While the Hajj rider is particularly for the pilgrimage, providing a double indemnity as well as Badal Hajj benefit should Death or Total & Permanent Disability occurs, the investment portion assists growth of savings when the plan matures. *Hajj Ready* is what you need to prepare yourself and perform the pilgrimage with a peace of mind.

For more information about i-Great Damai, please visit www.greateastertakaful.com or www.facebook.com/greateastertakaful.

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. In 2018, Great Eastern Takaful Berhad won an award for the 'Fastest Growing Takaful Company in Malaysia' by International Finance, a premium and business analysis publication in United Kingdom.

For media enquiries, please contact:

Aliah Ali, Brand & Marketing Communications

Tel: 03 4259 8334 or email: sitinuraliahmohdali@greateastertakaful.com