

PRESS RELEASE

Great Eastern Takaful implements Feel & Feed Ramadan CSR programme

Kuala Lumpur – 31 May 2019 - Great Eastern Takaful Berhad launched a Pay it Forward - Feel and Feed Programme, which entailed selling food for a profit to its employees, and subsequently using the proceeds to fund an elaborate *Buka Puasa* buffet for under-privileged children and their families.

On May 23, children receiving Baitulmal aid at Sekolah Agama Al-Alusi as well as their families, and children from Rumah Amal Asnaf Al Barakh were feted to a grand meal. GETB Brand and Marketing Communications Head Tengku Sheila Tengku Azib also handed out *duit raya* to some 80 children from Al-Alusi and Asnaf Al Barakh.

The month-long project saw GETB CEO Shahrul Azlan Shahrman urging the Great Eastern workforce to support the CSR project, telling them Ramadan was a time to Pay It Forward.

“Most often when we think about our meals, our considerations are on *what and where to eat* as opposed to *will I be able to afford a meal today*.

This is a humbling reminder of the blessings we have received, and this Ramadan, lets feel and feed,” the CEO wrote in his email message to the Great Eastern workforce at the start of the fasting month.

This resulted in overwhelming response – staff placed orders for a total of 640 meal packs, with the proceeds used to fund the *Buka Puasa* meal and *duit raya* for the children from the two organisations on May 23.

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 achieved great success - 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 the 'Fastest Growing Takaful Company in Malaysia' award by International Finance, a premium and business analysis publication in United Kingdom, and the Takaful Solutions Provider of the Year - South East Asia Award by Wealth & Finance International, United Kingdom. The Government of Malaysia has also appointed Great Eastern Takaful Berhad as the administrator of mySalam, a free national protection scheme for the B40 group, under the supervision of Bank Negara Malaysia.

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