



PRESS RELEASE

For immediate release

**GREAT EASTERN TAKAFUL EXPECTS TO GARNER
RM180 MILLION NEW BUSINESS PREMIUM WITH
LAUNCH OF i-Great Damai & i-Great Abadi**

Kuala Lumpur, 20 December 2010 – Great Eastern Takaful Sdn Bhd (GETSB) today targets to achieve RM180million with the launch of i-Great Damai and i-Great Abadi, together with an education and retirement plan which will be introduced to the market early next year, a suite of comprehensive Investment Linked Family Takaful Products that provides a wide range of takaful plans for different life stages, helping its customers to better meet their financial goals while providing them with affordable comprehensive life protection and wealth generation.

Great Eastern Takaful with its vision of '**Paving** the way to a **GrEaT** and **COLOURFUL** life: **TAKAFUL FOR YOU & ME**' is adopting 'Takaful for All' approach by enhancing the Islamic financial services value propositions as well as increasing its ability to service its customers by challenging its operations to a new level in the existing Takaful industry.

Great Eastern Takaful Investment Linked Family Takaful product range consists of i-Great Damai and i-Great Abadi together with 9 attractive riders. i-Great Damai provides comprehensive protection with affordable contribution against the unexpected, ensuring the customers and their loved ones come first while making the most of customers' money while i-Great Abadi focuses on investing money to grow customers' wealth and to look forward to a future that lives up to their expectations.

While i-Great Damai, a regular contribution investment-linked family takaful plan with access to professionally managed Investment Fund(s) with the benefit of family takaful coverage and Bereavement Benefit of RM2,000 per person regardless of cause of death helps to alleviate the financial burden relating to the funeral, i-Great Abadi optimizes the investment portion with enhanced allocation of 2% for every 3rd contribution year, an investment concept with the attachment of provider/contributor rider. GETSB offers 3 main funds selection i.e. Dana i-Mekar (growth fund), Dana i-Majmuk (balance fund) and Dana i-Makmur (bond fund).

i-Great Damai and i-Great Abadi are launched by En Mohamad Salihuddin Ahmad, Executive Director and Chief Executive Officer, En Elmie Aman Najas, Chief Operating Officer, Mr Wong Kang Yuan, Appointed Actuary and En Ariff Azhan Abd Ghani, Head of Agency Distribution of Great Eastern Takaful Sdn Bhd in the presence of 1,000 members of the agency force at Menara Great Eastern, Kuala Lumpur.

Speaking at the launch, En Salihuddin said, "The 3rd quarter of 2010, the Malaysian economy experienced growth in GDP of 5.3% and this will excite the market with these new takaful product range that will give more options to potential customers that need long term financial protection or for those who wish to invest for the future.

"With the launch of i-Great Damai & i-Great Abadi, I am confident that we will be able to achieve our total weighted new business premium target of RM180 million in 2011," En Salihuddin said.

GETSB will leverage on the Great Eastern Life Assurance (Malaysia) Berhad existing agency distribution channel of over 17,000 agents. GETSB's immediate plan is to recruit more bumiputera agents to further strengthen the agency infrastructure. As at now Great Eastern Takaful has 5,000 qualifying Takaful agents that are fully equipped to service the potential customers.

For more information about i-Great Damai and i-Great Abadi, please contact Great Eastern's Takaful careline on 1 300 13 8338 or email us at i-greatcare@i-great.com.my

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