



PRESS RELEASE

For Immediate Release

Great Eastern Takaful Celebrates 3rd Anniversary With Significant Performance And Won The Islamic Business & Finance 'Best Takaful Operator Asia' 2013 Award

Kuala Lumpur, 11 December 2013, Great Eastern Takaful (GET) starts to make its way in the Takaful industry with a 189% growth in Total Weighted New Business Contribution (TW NBC) for quarter three 2013 compared to the same quarter 2012. By outperforming Great Eastern Takaful own business target, Great Eastern Takaful mark its present and rank in the forth (4th) position in the Takaful industry compared 8th place last year.

Chief Executive Officer of Great Eastern Takaful, Mr. Zafri Ab Halim said, "The significant growth was extensively due to the vast improvement compared to business last year. We had increased our market share to 10% this year and major contribution towards this performance was mainly from Great Eastern Takaful corporate agency channel. Bancatakaful channel also contribute in making the success via new business contributed by our bank partners".

"To date Great Eastern Takaful has also been announced as the winner for the Islamic Business & Finance 2013 Award for the 'Best Takaful Operator (Asia)' category, making it the third award in three consecutive years from the a prestigious international organizer. It is more meaningful to Great Eastern as the award was on Great Eastern Takaful's its third year anniversary.

This is definitely a proud moment for us, especially since we will be celebrating our third year anniversary yesterday 10 December 2013. An award which is dedicated to the strong support of our agency force, our business partners, our staff and especially our

certificate holders. To be nominated amongst our peers is already recognition in itself, but to emerge as the winner, that just closes our 2013 chapter with that additional icing.

We are indeed grateful for this recognition and this will definitely spur us to strive harder in delivering our promises to our certificate holders and future customers.” said En.Zafri.

“We also pleased to announce that our company has changed its status from private to public company and we are now known as Great Eastern Takaful Berhad effective 10 December 2013. This is in line with the requirement of Islamic Financial Services Act, 2013 that all takaful operator shall be public company”, he added.

The Islamic Business & Finance Awards, running for its eight year in the Gulf finance industry has always designed its prestigious annual ceremony to encourage and reward exceptional performance and growth of the international Islamic business and finance community.

Nominees for the awards were short-listed from hundreds of top Islamic institutions and for a wide variety of categories, which includes ‘Best Branding’, ‘Best Islamic Fund Middle East’, ‘Best Retakaful Operator’, ‘Best Takaful Operator’ (Asia, Africa, Middle East, Europe), Best Retail Bank (Asia, Africa, Middle East, Europe) and many more.

Aside, Great Eastern Takaful also inspired to have more agency offices nationwide that designed to meet the demands of the public and the active agents. Great Eastern Takaful wishes to produce more entrepreneurs, especially those who want to work on their own or have the desire to do business but do not have the appropriate capital to explore the opportunity and becoming takaful representative, leading in promising career with a great future and unique values instilled in Great Eastern Takaful family.

Moving forward for 2014, Great Eastern Takaful will continue to grow and build the Agency Distribution via direct and dual agency as a key distribution channel. Diversify distribution reach via Alternative Business Channel and develop bancatakaful and Group as secondary channel. Improve and leverage on operational service excellence and Develop and launch innovative products catered primarily for the Muslim market.

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