



PRESS RELEASE

For Immediate Release

361 Volunteers Conducted Beach Clean-up Activity in Conjunction of World Clean-up Day and World Ozone Day 2023

PORT DICKSON, SEPTEMBER 30, 2023 – In effort to conserve the environment and fuel the spirit of World Cleanup Day and World Ozone Day 2023, SWM Environment Sdn Bhd (SWM Environment) has partnered with Great Eastern Takaful Berhad (GETB) and the Negeri Sembilan Department of Environment (DOE) in carrying out beach cleaning activities involving 361 volunteers.

"We are very thrilled about the celebration of the beach cleaning program this year. With the cooperation from GETB and DOE, it is truly a sign of the success of the community uniting to protect the environment," said the SWM Environment Corporate General Manager, Mr. Mohd Norlisam Bin Mohd Nordin. "Apart from cleaning the beach, we also aim to raise awareness about the importance of protecting the ozone layer which is getting thinner by time."

The World Cleanup Day and World Ozone Day which are celebrated on the same day on September 16, 2023, is a global initiative that unites society in cleaning up the environment. These efforts aim to reduce carbon emissions and raise awareness of critical environmental issues. Volunteers from local communities, institutions and non-governmental organisations participate in cleaning the public areas whilst emphasising the importance of preserving the ozone layer and cultivate environmental responsibility.

In this programme, volunteers consisting of various government agencies such as SWCorp Negeri Sembilan, Local Authorities (PBT), as well as educational institutions managed to collect a total of 10,651 cigarette butts, followed by 636 plastic spoons and utensils. In addition, a total of 592 plastic bags, 203 plastic bottle caps and 178 plastic bottles were also collected during the clean-up activities.

Chief Executive Officer of Great Eastern Takaful Berhad, Mr. Shahrul Azlan Shahrman, said, "We are very pleased to collaborate with SWM Environment in this initiative for the environmental sustainability and to reduce the negative impact of plastic waste pollution on the environment. In fact, we also could raise awareness and perform demonstration of our 2-in-1 upcycling machine to all volunteers to show that used plastics can be upcycled and turned into new, better-quality items. We believe that conserving the environment is a shared responsibility and we want to reach for great towards cultivating a green lifestyle through this programme. We hope that more corporate organisations can join us in preserving the environment for a better quality of life."

In addition to beach clean-up, awareness of the importance of protecting the earth's ozone layer is also being highlighted. Through green activities in collaboration with the Department of Environment, it can help to reduce the production of methane gas from solid waste generated by the public. Although methane gas only accounts for about 11

percent of greenhouse gas emissions and lasts about 12 years in the air, it can still trap heat in the atmosphere 80 times more than carbon dioxide if it is not managed properly.

As of August 2023, there are 8,757 KITAREcycle registered members and a total of 8,000 tons of recyclables have been successfully saved from being sent to landfills as a result of the KITAREcycle programme implementation in Negeri Sembilan. The results are not only from the contributions of members who use the KITAREcycle Drive-In Center facility, but also involved government agencies, private sector, educational institutions, local communities, non-governmental organisations (NGOs) and more as strategic partners of SWM Environment.

Therefore, the public is encouraged to recycle by participating in the KITAREcycle digital recycling program that offers redemption points for cash online. People just need to download the KITAREcycle application on their smartphone or visit <https://portal.kitarecycle.com> and register as a member for free.

-END-

ABOUT GREAT EASTERN TAKAFUL BERHAD

Great Eastern Takaful Berhad (GETB) is a joint venture company between i Great Capital Holdings Sdn Bhd (i-Great), a subsidiary of Great Eastern Holdings Limited and Koperasi Angkatan Tentera (M) Berhad. Launched in 2010, Great Eastern Takaful is committed in providing comprehensive family takaful solutions which provide health and financial protection in its effort to narrow the protection gap amongst Malaysians, including the lower income segments (B40). Adopted the Takaful for all approach, its business operations are well supported by various distribution channels, corporate and bank partners in its quest to remain its position in the industry and to fulfil customers' protection needs.

Beyond its business operations, Great Eastern Takaful has actively carried out various corporate social responsibility initiatives, focusing on education (GET-Pintar), community development (GET-Care) and environmental Protection (GET-Green) to help the community enhance their quality of life.

The aspiration of Great Eastern Takaful to reach for great with fellow Malaysians was proven through various local and international awards and recognitions. Among the latest recognition is the "Best Takaful Provider Malaysia 2022" by Global Business Outlook Awards and in 2023, Great Eastern Takaful was awarded the "Most Valuable Brand – Takaful Solutions" by The BrandLaureate BestBrands Awards, the "Best Takaful Solutions Provider" by Global Islamic Finance Awards (GIFA) and few Takaful Star Awards by the Malaysian Takaful Association. Great Eastern Takaful was also named The Best Employer by the Kincentric Best Employers Award. For further information, visit www.greateasterntakaful.com.

The Government of Malaysia has also appointed Great Eastern Takaful as the administrator of mySalam, the national health protection scheme, under the supervision of Bank Negara Malaysia.

For further enquiries, please contact:

Mastura Abd Rahim

Assistant Vice President – Brand & Corporate Communications

Great Eastern Takaful Berhad

Tel : 016 - 209 234

E-mel : MasturaAbdRahim@greateasterntakaful.com