



MEDIA RELEASE

For Immediate Release

Great Eastern Takaful and Kembara Amal Ventures Launch a Flood Relief Mission

Meaningful Collaboration to aid 200 flood victims at Terengganu

13 December 2023, Kuala Lumpur – Great Eastern Takaful Berhad (GETB) collaborates with Kembara Amal Ventures on a humanitarian assistance called *Misi Bantuan Kemanusiaan Mangsa Banjir* to aid 200 flood victims at Dewan Kondo Rakyat Kuala Ibai, Terengganu. Aligned with Great Eastern Takaful’s mission to help those in need, this flood relief mission will be mobilised in collaboration with a non-governmental organisation (NGO), Kembara Amal Ventures, which is concerned on the challenges faced by the affected community.

The flood relief handover ceremony was held at Menara Great Eastern and during the ceremony, Great Eastern Takaful handed over the ‘Rezeki Pack’ filled with daily food supplies such as rice, noodles, soy sauce, ready-to-eat food in the form of rendang paste, multipurpose paste, chili paste and pre-cooked meal in the form of chicken rice cube, salted egg, curry mee, rendang and laksa. This assistance aims to ease the burden of the flood victims, hoping that they remain persevere in getting through this challenging time.

Great Eastern Takaful Chief Executive Officer, Mr. Shahrul Azlan Shariman said, “As a family takaful provider that is concerned on the challenges faced by the community, we had taken a proactive step to collaborate with Kembara Amal Ventures to assist the flood victims during these difficult times. This collaboration is part of our corporate social responsibility (CSR) efforts under the GET-Care initiative that emphasises the well-being of the local community. We aim to reach for great with them and we are humbled to be able to be on-ground this 15th December 2023 with a renowned charitable organisation together with the Department of Social Welfare, local representatives and other partnering contributors. Our prayers are always with the affected community and hope that they will have the strength and endurance towards normalcy.”

The Founder of Kembara Amal Ventures who is also a Self, Family and Organisation Motivational expert, Dr. Hj. Azuraida Shahadan said, “Once again, we collaborated with Great Eastern Takaful in mobilising this flood relief mission to help and to also witness the challenges faced by them, especially in managing their house conditions post-flood. We are also paying attention on the latest floods at several other localities and strive to provide assistance to the affected areas. We hope that this kind of collaboration may benefit the community at large. We welcome any forms of help from corporate and private entities and we would like to express our gratitude for the contribution received from Great Eastern Takaful, as well as the involvement of various parties such as Department of Social Welfare, District Office, Village Head, Ratu FnB and Beras Faiza.”

The flood relief team is scheduled to assist and visit the flood victims' residential areas on 15 December 2023. Additionally, both Great Eastern Takaful and Kembara Amal Ventures encourage other organisations to join the mission and provide humanitarian assistance considering more areas are currently flooded and reportedly in need of support from various parties.

-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. 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 2341
E-mel : MasturaAbdRahim@greateasterntakaful.com