



PRESS RELEASE

For Immediate Release

Great Eastern Takaful Embraces Ramadan with Community Empowerment Initiatives *Gestures of kindness enfolds greater Ramadan experience for the less fortunate.*

8 April 2024, Kuala Lumpur - Great Eastern Takaful Berhad (GETB), a family takaful operator, reaffirms its commitment in helping the community in need with its GREAT Ramadan Programme throughout the holy month of Ramadan. Through a series of initiatives, Great Eastern Takaful aims to create meaningful community engagements and empowerment especially for the lower income segment.

Sharing its blessings with the underprivileged children, Great Eastern Takaful collaborated with Mydin Mohamed Holdings Berhad (Mydin) to bring joy and ease Aidilfitri preparation for the two selected welfare homes, Pusat Jagaan Kasih Murni and Pusat Jagaan Telaga Kasih Nur Muhammad. An unforgettable Raya shopping trip was organised for almost 70 orphans and *asnaf* children who were joined by 33 dedicated Great Eastern Takaful volunteers. This collective effort provided a memorable experience for the children that they are able to shop for their all-new Raya outfit in a family-like setting.

During the event, Encik Shahrul Azlan Shahrman, the Chief Executive Officer of Great Eastern Takaful said, "Ramadan serves as an opportunity for us to spread kindness, being thoughtful to those who are facing life challenges, and foster communal spirit among us all. This GREAT Ramadan Programme which is under our corporate social responsibility pillar; GET-Care, demonstrated our long-term journey towards improving the quality of life and wellbeing of the beneficiaries. Today, we humbly lend our support and the most rewarding moment was when we were able to put smiles on the children's faces. We had also launched a donation drive to further assist these two welfare homes with some in-kind contributions and hopefully, this effort aids their preparation in welcoming Syawal."

Apart from that, Great Eastern Takaful organised an *Iftar* gathering for 100 children and caretakers from Kumpulan Ibu Bapa dan Sokongan Anak-anak Kanser (KIDS) at Temu Jelatek. This flagship initiative underlined the company's dedication in embracing children with childhood cancer and their families with an unforgettable and engaging evening. Great Eastern Takaful hoped to instil optimism and camaraderie towards supporting their journey of recovery.

"At Great Eastern Takaful, we believe in the strength of compassion and community empowerment. Observing the children exchanging their life experiences in managing their illnesses had inspired us to contribute even more in any possible way. We will continue to spread optimism and unity through meaningful activities like this, to enrich people's lives and reaching for great together with us," he added.

Additionally, under its GET-Pintar initiative, Great Eastern Takaful carried out a Back to School programme to provide schooling assistance to 100 students from poor and hardcore poor community segment of SK Taman Kosas, Ampang. Ensuring that these students are adequately equipped to start their schooling term, essential school supplies

such as school uniforms, shoes, headscarves, and school bags were provided during a handover ceremony at their school.

-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.greateastertakaful.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@greateastertakaful.com