



PRESS RELEASE

For Immediate Release

Great Eastern Takaful and SWM Environment Launched GREAT KITARecycle Challenge 2024

Strategic Collaboration Towards Sustainable Environment Through Education and Students Engagement

MELAKA, 19 JUNE 2024 – Great Eastern Takaful Berhad (GETB) and SWM Environment Sdn Bhd (SWM Environment) launched the GREAT KITARecycle Challenge 2024 programme at Air Keroh, Melaka today. This strategic collaboration will be participated by 60 selected schools involving 30 primary schools and 30 secondary schools in the states of Melaka and Negeri Sembilan to compete in this challenge.

The programme, which offers more than RM30,000 cash prizes, aims to provide exposure, education and encouragement related to the awareness of recycling initiative under the recycling programme by SWM Environment, named KITARecycle, which is a proactive step in strengthening the involvement of corporate organisations towards sustainable environment. The quantity of recyclables collected will be recorded under the programme which the collection data of each participating school will be monitored.

According to the Chief Executive Officer of GETB, Mr. Shahrul Azlan Shahrman "As a family takaful operator, our responsibility is not limited to protect the health and wealth of fellow Malaysians. We are equally aspired to protect the environment for a better quality of life. Through GETB's corporate social responsibility initiative, we aim to produce new generations with increased awareness on protecting the environment for a better future. Through this collaboration, we will also introduce an upcycling initiative via our 2-in-1 upcycling machine to selected schools to provide exposure for upcycling activities that students may practice at their own capacity."

The GREAT KITARecycle Challenge 2024 programme was inaugurated by Mr. Shahrul Azlan Shahrman, along with Mr. Mohd Norlisam Mohd Nordin and the representative of the Ministry of Education's Chief Deputy Director, Sports, Co-Curriculum and Arts Division, Mr. Hafiz Ridhuan Md. Daud, while being witnessed by the Melaka and Negeri Sembilan State Education Departments, guests of honor and the teachers.

Commenting further, Mr. Mohd Norlisam Mohd Nordin, Corporate General Manager of SWM Environment said, "The Primary School category involves the KITARecycle Items Collection Competition, the Production of 3R Sculptures from recycled goods and the Storytelling Competition while for the Middle School category, there are also a KITARecycle Items Collection Competition, Production of 3R Sculptures from recycled goods, Essay Writing Competition and Short Video Competition".

"A total of 56 prizes are available for winners from primary and secondary schools who will be announced during the closing ceremony scheduled for November 19, 2024. This competition will last for four months starting from July until October 2024. This program is seen as a great platform to develop the creative skills of the primary and secondary school students through exposure from the aspects of sharing of ideas, teamwork and design production techniques," he added

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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.

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