

PRESS RELEASE

For Immediate Release

Affordable Takaful safety net for three months

4 May 2020, Kuala Lumpur – Great Eastern Takaful Berhad recently launched **HospeeFamily**, an affordable micro Takaful plan, curated specially for those who do not have any form of Takaful or insurance coverage currently.

The 3-month protection plan provides hospitalisation benefits due to illness or injury and lump sum Accidental Death Benefit while traveling in private or public conveyance. The benefit is also extended to up to 2 additional immediate family members upon hospitalisation and death due to an accident.

HospeeFamily, available on e-commerce platform Shopee as part of the *Raya Bersama Shopee* campaign that will run until May 26, is also for those who already have coverage, but want additional protection for the family during the upcoming festive season.

HospeeFamily was conceived given the reality that large segments of the Malaysian market either have no cover at all or have coverage that is not sufficient. Currently, almost half the Malaysian population do not have any form of Takaful or insurance protection.

“The concept of Takaful is banding together to help those in need. What this means is, as a responsible Takaful provider, it is our responsibility to reach out, especially to the underserved and unserved market segments. These include young people who have newly entered the workforce or just starting a family. They need protection, and we want to be able to offer coverage to them, in the most convenient and efficient manner, at an affordable rate.

“We believe that our partnership with Shopee, especially during this meaningful Ramadan and Raya period, will go a long way in creating awareness and getting more people covered, to protect them against life’s uncertainties. This has never been more evident until now, when we are facing an unprecedented global health crisis.

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“We urge Malaysians to think seriously about getting protection, especially during this promotion period, where decision making is at your fingertips,” said Great Eastern Takaful chief executive officer Shahrul Azlan Shahrman.

The partnership with Shopee, offering easy and secure shopping experience, translates into a simple enrolment process for would-be participants of **HospeeFamily**.

It is also timely, given that with the COVID-19 pandemic, the future of commerce would involve getting more and more people connected digitally.

Ian Ho, Regional Managing Director of Shopee, said, “Everyone deserves to be protected, and this initiative by Great Eastern Takaful Berhad allows many more Malaysians the opportunity to own a protection plan thanks to its affordability and accessibility. This partnership will not only help those in need, but also provide a sense of comfort to Malaysians at large in this difficult time. We hope that through this new initiative, more individuals and their immediate family members will be protected and have access to coverage so everyone can have a meaningful Ramadan and Raya celebration.”

For more information on **HospeeFamily**, please search for **HospeeFamily** on Shopee, or alternatively, you can visit <https://www.greateastertakaful.com/en/takaful-solutions/our-products/health-protection/hospeefamily.html>

About Great Eastern Takaful Berhad

Great Eastern Takaful Berhad is a joint venture company between I Great Capital Holdings Sdn Bhd (i-Great), a subsidiary of Great Eastern Holdings Limited and Koperasi AngkatanTentera (M) Berhad. Since its inception in 2010. The company has made great strides where it was named the 'Best New Islamic Institution' in 2011; 'Best New Takaful Institution' in 2012; and 'Best Takaful Operator (Asia)' in 2013 at the Islamic Business & Finance Awards in Dubai. In 2018, Great Eastern Takaful Berhad won an award for the 'Fastest Growing Takaful Company in Malaysia' by International Finance, a premium and business analysis publication in United Kingdom and Takaful Solutions Provider of the Year - South East Asia Award by Wealth & Finance International from United Kingdom. In 2019, i-Gr8 Harapan was named 'Best Takaful Product' by International Finance Awards and also clinched the 'Insurance Initiative of the Year' by Insurance Asia Awards. 2019 also marked its appointment by the Government as the trusted Takaful Operator of the free national health protection scheme, *mySalam*, giving it the opportunity to fully realise the concept of Takaful.

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