



PRESS RELEASE

For Immediate Release

Great Eastern Takaful and Kembara Amal Ventures Join Forces to Aid Flood Victims in Kelantan

500 flood victims in Machang receive immediate essential relief aid

10 December 2024, Kelantan – Great Eastern Takaful Berhad (GETB), in collaboration with Kembara Amal Ventures, has extended humanitarian assistance through the Flood Relief Humanitarian Aid initiative, benefiting 500 flood victims in Machang, Kelantan, which had been severely impacted by recent floods. This initiative aligns with GETB's mission to support and help those in need, emphasising the company's commitment towards amplifying positive impact on the lives of communities during challenging times. Partnering with a well-established non-governmental organisation (NGO), Kembara Amal Ventures, Great Eastern Takaful aims to provide essential humanitarian aid to the affected communities while engaging them via motivational talks to ease their journey back to normalcy.

The humanitarian aid distribution took place at several flood relief centres around Machang, where essential food items were handed over to the flood victims. The donated items totalling up to RM40,000 included ready-to-eat food items such as bottled drinking water, ready-to-eat food items, and more. In addition to food supplies, there were also freshly cooked meals prepared for them, to ensure that they are able to consume nutritious meals during this critical period. This assistance aims to ease immediate burdens of those impacted, hoping that they remain persevere in getting through this challenging time.

Great Eastern Takaful's Chief Executive Officer, Mr. Shahrul Azlan Shahrman stated, "Great Eastern Takaful is not just about providing health and financial protection, but we are committed to make a difference in the lives of the community we serve. Understanding the challenges faced by the flood victims, once again, we are called to initiate this mission in collaboration with Kembara Amal Ventures as part of our corporate social responsibility (CSR) effort through GET-Care initiative. Moreover, being able to provide the humanitarian aid is a privilege, as we strive to bring hope, relief, and support, as they navigate their way towards incoming post-flood period."

Founder and Motivational Expert of Kembara Amal Ventures, Dr. Hj. Azuraida Shahadan added, "We are grateful for this collaborative effort with Great Eastern Takaful, which enabled us to deliver impactful and immediate aid to the 500 flood victims. Our shared vision of alleviating difficulties and fostering resilience in times of need, drives this meaningful mission and we hope that initiative like this will inspire more organisations, both corporate and private, to extend their support to the community. In addition to this, we will continue to observe other affected areas and ramp up the effort to ensure more assistance coming in their way, both physically and spiritually."

Recognising the extensive impact of the floods, both Great Eastern Takaful and Kembara Amal Ventures urge other organisations to lend their support and step forward in this mission to provide more humanitarian aid, as many other flood-affected areas continue to face pressing needs. Furthermore, collaborative action is essential to ensure that no one is left behind. Together, a greater impact can be achieved, bringing relief and care to those who are struggling during this flooding season.

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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. 2024 observed Great Eastern Takaful being named "The Best Employer" by the Kincentric Best Employers Award, awarded the "Best Takaful Solution Provider" by Global Islamic Finance Awards (GIFA), honoured with the "Initiative Award – Upcycling" by the ESGBusiness Awards and received several other awards from the HR Excellence Awards 2024. 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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