



PRESS RELEASE

For Immediate Release

Great Eastern Takaful Celebrates 14th Anniversary

Committed to protect Malaysians through sustainable business operations

11 December 2024, Kuala Lumpur – Great Eastern Takaful Berhad (GETB), a family takaful operator and one of the leading industry players within the industry, celebrated its 14th anniversary on 10 December 2024. Staying true to its business purpose of enabling people to help each other in times of need, Great Eastern Takaful continues to make strides in providing comprehensive health and financial protection to Malaysians while implementing various sustainability efforts for the benefits of everyone.

Recognised as the Best Takaful Solution Provider 2024 by the Global Islamic Finance Awards (GIFA), Great Eastern Takaful also played a significant role in narrowing the protection gap amongst Malaysians and in 2024, the takaful industry penetration rate has increased as it reached 20%, reflecting the community's acceptance on the need for takaful protection.

Great Eastern Takaful's Chief Executive Officer, Mr. Shahrul Azlan Shahrman said, "As a family takaful operator that is attentive to the needs of over 1 million customers, we stand by the community in protecting them while prioritising the inclusivity of various segments of society via our product offerings and services. In fact, the takaful protection is highly accessible as it can be done online and for the convenience of our customers, we continue to strengthen our digitalisation efforts which does not only to assist them, but also making it easier for over 10,000 takaful consultants in dealing with the customers efficiently."

He also commented on the inclusivity initiatives that have been implemented, "It is very important for us to also pay attention to the low-income community segment (B40), in providing protection opportunities for them and their families. In addition to our comprehensive protection plans, we are also offering a microtakaful product, namely MikroSayang, which is highly affordable under the Perlindungan Tenang initiative. Furthermore, Great Eastern Takaful, as the sole administrator of the national free health protection scheme, mySalam is actively promoting the scheme. There will be an expansion of health protection benefits with additional five new critical illnesses being covered, namely Chronic Skin Diseases, Mental Illnesses, Rheumatology, Thalassemia Major and Rare Diseases starting 1 January 2025. To date, mySalam has recorded close to 2 million claims, benefiting over 1.35 million Malaysians with claims payments exceeding RM1.08 billion. This inclusivity effort is definitely in line with the Value-Based Intermediation for Takaful (VBIT) initiative and is certainly aligned with our sustainable business operation strategy."

Great Eastern Takaful had also stepped forward in its environmental sustainability efforts through its various corporate social responsibility (CSR) programmes, especially the

recycling and upcycling initiatives. Through the GREAT KITA Recycle Challenge 2024 involving 60 schools in collaboration with a concessionaire, over 107 tonnes of recyclables were successfully collected within four months through one of the categories contested, which is the collection of recyclables. The upcycling programme will also be continued as a proactive environmental care measures through a series of briefings and demonstrations of a 2-in-1 upcycling machine that produces new functional items made of used plastic materials to over 12,500 individuals including students and teachers.

This 14th anniversary had observed several recognitions being awarded to the company, including the Initiative Award - Malaysia for the Upcycling Program by the ESGBusiness Awards 2024, the Kincentric Best Employer Award, as well as winning several other awards by the HR Excellence Awards 2024. Through these achievements, Great Eastern Takaful will continue to strengthen its position in the industry as a takaful operator that prioritises sustainability in every aspect of its business operations and remains committed as the Malaysians' takaful provider of choice.

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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.

For further enquiries, please contact:

Mastura Abd Rahim
Assistant Vice President – Brand & Corporate Communications
Great Eastern Takaful Berhad
Tel: +6016 - 209 2341
E-mail: MasturaAbdRahim@greateasterntakaful.com