



PRESS RELEASE

For Immediate Release

GREAT EASTERN TAKAFUL APPOINTS ZAFRI AB. HALIM AS NEW CHIEF EXECUTIVE OFFICER

Kuala Lumpur, 1 March 2013, Great Eastern Takaful Sdn Bhd (GETSB) has appointed Zafri Ab. Halim as the new Chief Executive Officer (CEO) of the family takaful company effective from 1 March 2013.

Zafri holds a Master of Science in Project Management from George Washington University, USA, as well as a Bachelors Degree in Accountancy. He is a member of Malaysian Institute of Accountant and a certified Chartered Accountant. With his vast experience in the financial industry spanning over 20 years, Zafri is well-placed to drive Great Eastern Group's long term plan in the expansion of its Takaful business locally.

He's not new to the Great Eastern Group as he's one of the pioneers in laying the foundation of GETSB. He was GETSB's Chief Financial Officer in which he oversaw all financial and fiscal management aspects of the company's operations both locally and regionally, in line with the Group's overall strategic objectives.

Zafri said, "I am honoured to be given the opportunity to further develop GETSB. We have tremendous amount of support from Great Eastern and coupled with GETSB's strong brand equity, range of products, dedicated employees, distribution partners and agency force, I have no doubt that we will be a force to reckon with. We will pursue our main strategies in penetrating the local market with our dual agency approach and direct agency under Great Eastern Takaful Own Agency (GOA). Our customers are important to us and we will evolve with them. We are here for them, just as how Great Eastern has been here for them all these while!"

“Zafri’s vast knowledge and experience together with his strong strategic leadership, will position him well to further grow the business forward and keep GETSB at the forefront of the industry”, said GETSB’s Chairman, Yg Bhg Datuk Kamaruddin Taib on Zafri’s appointment recently.

GETSB 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 (KATMB).

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