



MEDIA RELEASE

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GREAT EASTERN TAKAFUL LAUNCHES ITS 4th NEW AGENCY OFFICE: GETSB AGENCY SYNERGY STATION (GASS) IN ALOR SETAR, KEDAH

Alor Setar, August 23 - In line with its business expansion, Great Eastern Takaful Sdn Bhd (GETSB) opens its 4th agency office in Alor Setar, Kedah. This office is the 2nd in the north besides Butterworth and is designed to meet the demands of the public and the active agents for the home market in Kedah and all northern states. The Agency office, known as the Agency Synergy Station Great Eastern Takaful (GASS) was launched by En Zafri Ab Halim, Chief Executive Officer of GETSB and witnessed by GETSB agency members and staff.

GASS is established as a management office and training center and also a recruitment center for new agency members. GASS will facilitate daily business agents with a little twist as it acts as a hub for agents to recruit new agency members. Thus, the agents can provide their best services and meet the customers and able to attract more potential customers to join the GETSB's family.

Chief Executive Officer of Great Eastern Takaful, Mr. Zafri Ab Halim said, "With the launch of the 4th agency's office, Great Eastern Takaful wishes to produce more entrepreneurs, especially those who want to work on their own or have the desire to do business but do not have the appropriate capital to explore the opportunity and becoming our takaful representative. We want to be the leader in promising career with a great future and unique values instilled in Great Eastern Takaful family. Besides increasing penetration rate of takaful in Malaysia, in which GETSB is now already at the

4th place in terms of new business contribution in the 3rd year of operation, we will continue to compete with other takaful brands in providing affordable and quality agents that can offer best services to each of its customers ".

"We support the government's efforts to help the increasing number of unemployed graduates every year, GETSB establishes GASS as the mean to provide space and a great opportunity to these graduates who are still looking for opportunities to build their career for a secure future."

"Consumer awareness is now at the highest level than before with information on their fingertips. Purchasing power is broader in terms of selecting the best service among takaful operators in Malaysia. The service industry is now at a more progressive level to compete with the choices made by these increasingly savvy consumers. As a result, the consumers are more taken care of and agents who are produced to be of a better quality, "he added.

GASS located on the first and second floor of the Kurnia Insurance Alor Setar branch occupies an area of more than 1,600 square feet on the first floor and more than 1,800 square feet on the second floor. GASS Alor Setar's concept is 'cheerful & contemporary', also equipped with agency managers room, management room, work area with wireless broadband access (wifi), internet facilities for online business, living area or 'fun area', pantry, prayer hall, and a training center equipped with a projector and screen and other equipments. All these are provided in order to facilitate daily energy agencies tasks and to attract potential customers to join GETSB family.

For more information pertaining to GASS, please contact our Agency Development Section at 03-4259 8351.

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