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## FOR IMMEDIATE RELEASE

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### **ETIQA WINS BEST BANCA TAKAFUL AWARD in London**

*Award ceremony held in conjunction with the Third International Takaful Summit 2009*

*London, England* – Etiqa Takaful Berhad was awarded the prestigious Best Banca Takaful award at the International Takaful Award 2009 held in conjunction with the Third International Takaful Summit 2009 in London last week. The award was presented to Etiqa Takaful, the only Malaysian takaful company to win in the global 17-category event, by a member of the House of Lords, Lord Mohamed Shiekh who is also the Head of the Muslim Conservative Forum.

Etiqa Takaful was hailed for its performance despite the economic environment and innovative yet simple products in Banca Takaful. “Etiqa Takaful’s growth in the banca takaful business does indeed exhibit its capabilities to provide appropriate financial solutions together with its Banca partners” quipped Mohamed Abdullah, Director of the Middle East Business Forum. Etiqa Takaful was also nominated for the Best Takaful Marketing and Best Takaful Company categories. At the International Takaful Awards 2008, Etiqa Takaful was awarded the Best Takaful Marketing category.

“Etiqa is the first takaful provider in Malaysia to introduce the Shariah Compliant Investment-Linked Product, one of them being Al-Waqi which is available via Maybank. The response for this product is very promising with more than RM 100 million in contributions. This is indeed a great achievement amidst the current economic conditions. We are dedicated to be innovative in developing products which are more relevant and people-centric to complement with existing range or even totally new products” said Mohd Tarmidzi Ahmad Nordin, Chief Executive Officer of Etiqa Takaful who received the award at the International Takaful Awards 2009 dinner on 1 July 2009.

“With a growth of 58.9% in just the first 9 months in our banca takaful business, for financial year 2008 / 2009, this shows the trust we have earned from our partners in our banca takaful partnership as well as our customers,” said Mohd Tarmidzi.

“Since the launch of Etiqa brand in November 2007 with the core essence of humanizing insurance and takaful, we have empowered our people and simplified processes to give

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customers positive experience when dealing with us. This in itself is a great driving force behind the growth of Etiqa Takaful which achieved 32.1% growth in business in the first 9 months for financial year 2008 / 2009 ,” added Mohd Tarmidzi.

The International Takaful Awards was first introduced during the second International Takaful Summit in 2008. Organized by Afkar Consulting and Middle East Business Forum the International Takaful Summit 2009 received great response with more than 300 delegates from over 30 countries.

The International Takaful Award 2008 is divided into 17 categories namely Best Takaful Company; Best Re-Takaful Company; Best Takaful Reinsurance Company; Best Takaful Product; Best Takaful Technology Company; Best Takaful Asset Management House; Best Takaful Ratings Company; Best Takaful Advisory Firm; Best Takaful Marketing; Best Takaful Law Firm; Best Financial Centre; Best Banca Takaful; Best New Takaful Company; Best New Re-Takaful Company; Best Takaful Brokerage Firm, Best Islamic Fund and Outstanding Contribution Award. All nominees are assessed by independent market professionals.

For more information on Etiqa, please visit our website at [www.etiqa.com.my](http://www.etiqa.com.my) or call Etiqa Oneline at 1300 13 8888.

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#### **Etiqa Takaful Berhad**

Malaysia's leading takaful products and services provider, Etiqa Takaful Berhad, made its debut on 15 November 2007 a result of the 2005 merger between Mayban Fortis (comprising Mayban Takaful, Mayban Life and Mayban General), Malaysia National Insurance Berhad (now known as Etiqa Insurance) and Takaful Nasional Berhad (now known as Etiqa Takaful). As a result of this merger, Etiqa Takaful Berhad has become the largest Takaful operator in Malaysia with assets of RM5.1 billion and with shareholders funds totaling RM368 million by the end of financial year 07/08 and the first Malaysian takaful company to reach more than RM1 billion contributions.

Etiqa Takaful is a true multi-channel distributor of takaful products. It has a strong agency force comprising of more than 18,000 agents and more than 40 branches domestically. In addition, Etiqa Takaful has a wide bancatakaful distribution network, local and international, with more than 450 Maybank branches including other third-party banks. Etiqa Takaful also has a firm business proficiency in cooperatives, brokers, institutions, online and others, providing full accessibility and total convenience to customers, unmatched by any other.

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