



PRESS RELEASE

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Shahrul Azuan Mohamed takes the helm at Etiqa General Takaful Berhad

Kuala Lumpur – Etiqa General Takaful Berhad (EGTB) announced the appointment of Shahrul Azuan Mohamed as its new Chief Executive Officer, effective today. Shahrul Azuan, who was formerly Etiqa's Chief Agency Officer, takes over from Zaharudin Daud.

As CEO of EGTB, Shahrul Azuan is responsible for driving the general takaful business and overseeing the performance of Etiqa General Takaful Berhad in Malaysia. He will be reporting directly to Kamaludin Ahmad, Group Chief Executive Officer of Etiqa Insurance & Takaful.

Kamaludin Ahmad, Group CEO of Etiqa Insurance & Takaful said, "We are pleased to welcome Shahrul Azuan Mohamed to his new role. He brings with him 29 years of experience in the insurance and takaful industry, having contributed significantly towards Etiqa's business when he was Chief Agency Officer. He has a proven track record of business turnaround capability, and some of his key achievements include growing Etiqa's General Agency production by 61% in a market that has been generally stagnant since 2016, and increasing Annualized First Year Premium for Life Agency by 87% in the same period.

We look forward to seeing him further drive Etiqa's commitment to creating Fast & Easy experiences for our customers, whether it is to purchase, submit claims or receive payouts, and that this commitment remains unwavering, during these challenging times and beyond," he added.

Shahrul Azuan holds an Executive Masters of Business Administration from Open University Malaysia. He is also a Senior Associate Certified Insurance Professional in Insurance & Risk Management of the Australian and New Zealand Institute of Insurance & Finance since 2011.

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About Etiqa

Etiqa is a true multi-channel distributor of Insurance and Takaful products via its 10,000 agency force, 46 branches and 17 offices, over 490 bancassurance network (via Maybank branches, third-party banks, as well as co-operatives and brokers) through its presence in Malaysia, Singapore, the Philippine, Indonesia and Cambodia.

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