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| Publication | China Press | Section / Page | 19 | Date | 6/4/2022 |
| Headline | Takaful Malaysia Awards Ceremony Recognizes 208 Outstanding Corporate Agents | | | | |

伊斯兰保险 (TAKAFUL, 6139, 主要板金融) 早前举办了表彰大会“STMAB Agency Awards 2021”, 表扬208家销售出色的代理公司及最佳代理。

“STMAB Agency Awards 2021”分有4个组别, 即银奖(销售业绩25万令吉)、金奖类别(销售业绩50万令吉)、白金奖类别(销售业绩超过100万令吉), 以及超级白金奖类别(销售业绩超过300万令吉)。来自GNW Solutions私人有限公司的奴鲁里端以超过400万令吉的销售业绩赢得大奖。

伊斯兰保险总执行长莫哈末沙比里指出, 尽管面对新冠疫情的打击与挑战, 该公司代理仍坚定不移克服困难, 实现销售目标。因此该表彰大会意义非凡, 表扬该公司业务合

伊斯蘭保險表彰大會 表揚208銷售出色代理



■伊斯兰保险在表彰大会表扬销售出色的最佳代理。

作夥伴所取得的成就, 希望有助推动和激励他们继续前进, 做出更好的销售业绩。

“我们重视代理团队所

表现出的承诺及分享伊斯兰保险运营的愿景和奉献精神, 并帮助我们的客户有安全的财务规划及光明的未来。”

他说, 随著经济在2022年快速增长, 该公司改变营运策略, 专注业务战略的4个核心领域, 包括分销、产品价值、服务和技术, 以保持领先于同行。

“我们专注通过传统公司招聘经验丰富的营销人员来扩大我们的代理分销渠道, 加强我们的市场占有率, 不分宗教和种族推广伊斯兰保险的解决方案。”

莫哈末沙比里披露, 该公司于2021财年在一般伊斯兰保险业务中领先市场份额24%, 在综合保险和伊斯兰保险市场中占4.3%, 行业排名从前年的第11位上升至第9位。

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Translation

Takaful (Takaful, 6139 Main Edition Finance) organized an award ceremony to celebrate 208 corporate agents with outstanding sales performance.

The STMAB Agency Awards 2021 comprised of four categories, namely, the silver award category (sales performance of RM250,000), the gold award category (sales performance of RM500,000), the platinum award category (sales performance exceeding RM1 million), and the super platinum award category (sales performance over RM3 million). Nurul Ridzuan Akhya Nadim from GNW Solutions Sdn Bhd won the grand award for his outstanding sales performance exceeding RM4 million.

Takaful Chief Executive Officer Mohamed Sabri said, "Although we are facing the impact and challenges of the COVID-19 pandemic, the company's agents remained steadfast in overcoming challenges and achieving sales targets. Therefore, I hope this recognition will help motivate them to move forward and achieve better sales performance.

We value the commitment demonstrated by our agents and their dedication in sharing our vision to be a leading general takaful operator and help our customers achieve their aspirations for a brighter and financially secure future."

He said that as the economy is expected to grow rapidly in 2022, the company has transformed its business strategy focusing on four core areas, including distribution, product value proposition, service, and technology to stay ahead of its counterparts. We focus on expanding our agent distribution channels to strengthen our market presence and promote takaful as a protection solution for all regardless of religion and race, and promote Takaful Malaysia.

Mohamed Sabri informed that the company has a 24% market share in the general takaful business and a market share of 4.3% in the general insurance and takaful market in 2021. The company's position in the industry rankings has shifted from 11th place in the previous year to 9th place.