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JDT AND ETIQA TAKAFUL ENTER INTO COLLABORATION TO INTRODUCE JDT-CARE ONLINE MOTOR TAKAFUL FOR FANS AND SUPPORTERS

Johor Bahru, Saturday - Southern Tigers Sdn Bhd. and S & N Capital Sdn Bhd a registered Takaful Agent for Etiqa Takaful Berhad today signed an agreement to offer JDT-Care branded Takaful Products to fans of the top ranked football club in South East Asia Johor Darul Ta'zim (JDT). The first product to be introduced will be a Motor Takaful product that will be sold online through the Southern Tigers official website. Fans and supporters of the club will be able to renew their motor insurance or takaful themselves while at the same time contributing directly to their favourite club.

The announcement was made by Southern Tigers Sdn Bhd Marketing Director, Romain Biesse and S & N Capital Director, Nasser Ismail today. Also present during the announcement was Kamaludin Ahmad, Chief Executive Officer of Maybank Ageas Holdings Berhad, the parent company of Etiqa Insurance Berhad and Etiqa Takaful Berhad.

“Financial strength is key to the long term success of a football club, we see this collaboration with Etiqa Takaful as an opportunity to offer best in class takaful products while at the same time creating an chance for fans and supporters to actively participate and contribute to the club’s finances. JDT will continue to be a pioneer in the local football scene in all aspects including new business collaborations for the benefit of the club and our fans,” said Romain Biesse.

According to Nasser Ismail, “We are honoured to be able to work with JDT in developing JDT-Care Motor Takaful which will be our first product that will be made available from today. The huge existing fan-base of JDT which includes more than 1.7 million Facebook followers made JDT the first choice for us as a partner to develop a co-branded Takaful product”

“JDT fans are one of a kind, the passion they feel for their football team is almost infectious. I get the sense that they would move mountains just to help the Club achieve its aspiration of being a self-sustaining body. There is no need for such strenuous labour, as a pioneer in the online Motor Takaful business, Etiqa is making it possible for JDT fans to have a hand at building the Club up. All they have to do is renew their motor insurance online via JDT Care, only available on the JDT website. The profits from their motor insurance renewal will be channeled back to the JDT club, hence helping JDT come closer to becoming one of the best football clubs in Asia,” said Kamaludin Ahmad.

“Rest assured that Etiqa has JDT fans covered; whilst Etiqa’s collaboration with a football club is a 1st, Etiqa has served more than 500,000 Motor customers online since 2007. The process of buying online is smooth, simple and easy. The claims process is also fast and hassle free via its Claims Careline at 1-300-13-1007 or Etiqa Online 1-300-13-8888,”he added. .

Etiqa is Malaysia’s No.1 Takaful operator and one of the top conventional insurers in Malaysia offering life and general insurance as well as family and general takaful products.

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About S & N Capital Sdn Bhd

S & N Capital is a registered takaful agent of Etiqa Takaful Bhd and is the appointed agent of Southern Tigers Sdn Bhd to develop, promote and market JDT-Care takaful products. S & N Capital is a registered member of the Malaysia Takaful Association and specializes in General Takaful.

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About Etiqa

Etiqa made its debut on 15 November 2007 and is the single master brand for all insurance and takaful businesses under Maybank. The brand essence of Etiqa is humanising insurance and takaful, where we want to make things simpler for our customers. This is further supported by four brand attributes namely performance with conscience, crystal clear, hand in-hand and rock solid.

Today, Etiqa is a true multi-channel distributor of Insurance and Takaful products via its 10,000 agency force, 24 branches, more than 360 Maybank branches, ATMs and other third-party banks, providing full accessibility and total convenience to customers, unmatched by any other.

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