



## PRESS RELEASE

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**1 September 2017**

### **ZAFRI TAKES THE HELM AT ETIQA TAKAFUL**

**Kuala Lumpur** - Etiqa Takaful Berhad announced today the appointment of Zafri Ab Halim as the new Chief Executive Officer, effective 1 September 2017.

Zafri reports directly to the Chief Executive Officer of Maybank Ageas Holding Berhad, Kamaludin Ahmad, and is responsible for driving the takaful business and overseeing the performance of Etiqa Takaful in Malaysia.

Kamaludin said, "Zafri is uniquely qualified to lead Etiqa Takaful at this important time. He has spent most of his entire career in the insurance industry. He worked with Malaysia National Insurance Berhad (MNI), now known as Etiqa Insurance Berhad, for 14 years at the start of his career, so he knows this company well. He is a hands-on leader who has consistently delivered strong bottom-line results. He has demonstrated a passion for deploying new and innovative ways to serve clients. All of this will enable Zafri to help Etiqa Takaful achieve its full potential to be a stronger Takaful company especially in the family takaful segment."

Zafri had more than 25 years of experience in the insurance and financial services industries. He joined Etiqa from Great Eastern Takaful Berhad, where he served as CEO. Prior to that, he led the finance and corporate services division which includes financial accounting, investment, management information system, and general administration in Bank Aljazira, Saudi Arabia.

He holds a Master of Science in Project Management from George Washington University, USA, and a Bachelor's Degree in Accountancy from Universiti Pertanian Malaysia. He is a member of Malaysian Institute of Accountant and a certified Chartered Accountant.

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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 humanizing 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 Insurance and Takaful branches, more than 360 Maybank branches, ATMs and other third-party banks, providing full accessibility and total convenience to customers, unmatched by any other.

### **Media contacts:**

Ashley Khoo, Communications  
T: 603 2785 5142  
M: 017 606 1026

Azita Azlan, Communications  
T: 603 2785 5132  
M: 012 289 0776



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E: [ashley.khoo@etiqa.com.my](mailto:ashley.khoo@etiqa.com.my)

E: [azita.a@etiqa.com.my](mailto:azita.a@etiqa.com.my)