

TH REBRANDS KELAB TaHa, ADD BENEFITS FOR YOUNG DEPOSITORS

SHAH ALAM, March 15, 2021 - Lembaga Tabung Haji (**TH**) has unveiled a refreshed Kelab TaHa to attract more young depositors and provide even more benefits to its more than two (2) million members.

The rebranding exercise of Kelab TaHa represents a new beginning for the club's journey to be more current and relevant to young Muslims in Malaysia.

"Kelab TaHa has been around for almost 13 years since its inception in April 2008. This year, we plan to take the club forward with a brand-new look and offer more attractive privileges as part of our transformation to be more current for the benefit of **TH**'s young depositors. In fact, the membership is also no longer limited to depositors in primary and secondary schools only but it is now open to all its young depositors from as early as a newborn to 17 years old. Furthermore, members are not required to register and the membership is automatic and free," said Haji Mustakim Mohamad, **TH** Executive Director of Operations, during the launch of the refreshed Kelab TaHa logo and privileges recently.

Kelab TaHa will now offer e-learning content and reading materials to all its members via its *Rakan Kelab* which comprise of MPH Bookstore and Learningpal. Other *Rakan Kelab* such as Menara Optometry, F&N, The Family Storybox, Yayasan Ihsan, Percetakan Nasional Malaysia Berhad and Tabung Haji Travel & Services also offer privileges to Kelab TaHa members for exclusive discounts and chances to win exciting prizes.

"We hope to reach out to the young generations through Kelab TaHa by offering privileges and exciting activities to attract them to start saving from a young age especially savings for the Hajj pilgrimage," he added.

TH is currently running a *Simpan Daftar & Menang* deposit campaign exclusive for Kelab TaHa members. To participate in this campaign, parents need to add net deposits of at least RM1,300 into their children's account and register them for Hajj.

Kelab TaHa members stand to win cash prizes of up to RM100,000 throughout the year.

The new club logo features a more modern design that combines the Jawi letters 'Ta' and 'Ha', which is an acronym for **TH**. The combination of the two Jawi letters produce a smile emoji which symbolises a positive attitude necessary for achieving success. A smile is also a charity (Sadaqah) in Islam.

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