

## **MEDIA RELEASE**

For immediate release

### **GREAT EASTERN LIFE CHILDRENCARE PROVIDES ROBOTICS CAMP FOR UNDERPRIVILEGED CHILDREN**

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**Kuala Lumpur, 21 November 2015** – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) organised the Young Roboticist Camp for 40 children aged between 7 to 12 years old from registered children homes under the Jabatan Kebajikan Masyarakat (JKM). It was held at Robotics Learning Malaysia, The School, Petaling Jaya. The camp provides a fun educational platform for the children to gain exposure on the knowledge of robotics and robotics programming.

It was indeed an exciting day to begin the school holiday for these children. Firstly, they learned about the concepts of designing, building and programming robots using VEX Robotics, which is an educational robotics curriculum developed by Carnegie Mellon Robotics Academy. The children were divided into different teams and each team was given a set of robot to construct. At the end of the day, the teams competed against each other using the robots which they have just constructed. The children took turns to drive their robots in order to score points for their teams. In this programme, the children also developed soft skills such as leadership, teamwork, confidence, creative thinking and analytical thinking.

Great Eastern Life's Director and Chief Executive Officer Dato Koh Yaw Hui said, "We remain committed to create new platforms and opportunities for these children to discover their capabilities, talents and developed self-confidence, ensuring that they are able to live great and have the future they deserve. We believe that children, when empowered, are capable of developing to their fullest potential thus, creating a better future for themselves".

He added, “This year ChildrenCare will be celebrating its 20<sup>th</sup> Anniversary and to date we have channeled more than RM2.2 million to over 180 children homes across the country. It is definitely a meaningful journey for us as we believe that children are the future of the country and every little step goes a long way to help them build a better and brighter future”.

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## **ABOUT CHILDRENCARE**

Launched in 1995, Great Eastern Life ChildrenCare, a long-term community project was initiated to instill the spirit of caring and sharing amongst Great Eastern Life’s staff and members of the agency force. In line with Great Eastern Life’s brand position as a LIFE company, ChildrenCare focuses its efforts on three core pillars namely education, health and wellness, and personal development when reaching out to children in need. We have worked hand-in-hand with Government Ministries and various Non-Governmental Organisations on children welfare programmes to address and resolve the ongoing struggles these children face every day. Each year, staff and members of the field force also embark on annual public fundraising campaigns and community-wide events to raise funds for Great Eastern Life ChildrenCare. Over the past 20 years, more than RM2.2 million has been donated to more than 180 children charities across Malaysia to help achieve immediate and lasting change in the lives of these children. Apart from fund-raising and making donations, Great Eastern Life ChildrenCare is also supported by I-Pledge Volunteers from Great Eastern Life’s pool of staff who pledged as volunteers, offering their free time to assist in Great Eastern Life ChildrenCare activities that go beyond the ordinary approach of helping underprivileged children. Centering on the three core pillars, these activities are not only designed to be fun, but to also include motivational and inspiring elements. In the past, we have held activities which includes “Program Aspirasi Gemilang A”, “ChildrenCare Junior Chef: Eat Healthy, Be Happy”, “ChildrenCare Camp with Children of Aborigines”, “Fun and Easy Learning English”, “ChildrenCare Arts and Crafts Day” and more.

For more information about ChildrenCare, please contact ChildrenCare Careline at +603 4259 8878.

## **ABOUT GREAT EASTERN LIFE ASSURANCE (MALAYSIA) BERHAD**

Great Eastern Life began its operations in 1908 as a branch office of The Great Eastern Life Assurance Company Limited. The Malaysian operations were subsequently transferred to a locally incorporated public company, Great Eastern Life Assurance (Malaysia) Berhad under the Scheme of Transfer of Business. The Company was certified by The Malaysia Book of Records in 1998 as “The Oldest and Largest Life Insurer” in Malaysia.

With more than a century of experience and solid financial foundation, Great Eastern Life has RM66.9 billion in assets, over 3.0 million policies in force and a network of 17,000 agents nationwide as at 31 December 2014. To date, Great Eastern Life has 21 operational branch offices and products include life insurance plans, investment-linked plans, mortgage protection, business protection, employee benefits, medical insurance and group health benefit schemes. Great Eastern Life Assurance (Malaysia) Berhad is a wholly-owned subsidiary of Great Eastern Holdings Limited (GEH) and its ultimate holding company is Oversea-Chinese Banking Corporation Limited (OCBC).

## **ABOUT GREAT EASTERN HOLDINGS LIMITED**

Great Eastern Holdings is the oldest and most established life insurance group in Singapore and Malaysia. With S\$67.4 billion in assets and around 4.7 million policyholders, it has three successful distribution channels – a tied agency force, bancassurance, and a financial advisory firm, Great Eastern Financial Advisers. The Group also operates in Indonesia, Vietnam, Brunei and China. It was named Life Insurance Company of the Year at the Asia Insurance Industry Awards in 2011 and 2013 by Asia Insurance Review. The Great Eastern Life Assurance Company Limited has been assigned the financial strength and counterparty credit ratings of "AA-" by Standard and Poor's since 2010, one of the highest among Asian life insurance companies. Great Eastern's asset management subsidiary, Lion Global Investors Limited, is one of the largest private sector asset management companies in Southeast Asia.

Great Eastern is a subsidiary of OCBC Bank, the second largest financial services group in Southeast Asia by assets. It is one of the world's most highly-rated banks, with an "Aa1" rating from Moody's. It is also ranked by Bloomberg Markets as the World's strongest bank in 2011 and 2012. OCBC Bank's key markets are Singapore, Malaysia, Indonesia, and Greater China. It has a network of over 450 branches and representative offices in 15 countries and territories, including about 330 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

For more information, please visit [greateasternlife.com](http://greateasternlife.com)