

MEDIA RELEASE

For immediate release

UNDERPRIVILEGED CHILDREN BENEFIT FROM LET'S SCORE 'A' WORKSHOP IN PREPARATION FOR THEIR UPSR EXAMINATION

Great Eastern Life ChildrenCare invites 70 students to attend revision programme

Kuala Lumpur, 13 August 2016 – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) organised the Let's Score 'A' workshop for underprivileged students who will be sitting for their UPSR examination. The participants were selected from registered children homes across Malaysia under the care of Jabatan Kebajikan Masyarakat (JKM). As part of its long-term community project, ChildrenCare, the workshop is a comprehensive revision programme that aims to equip the students with proper answering techniques and useful tips in tackling exam questions. A total of 70 UPSR candidates attended the workshop and received guidance for Bahasa Malaysia, Science, Mathematics and English.

Designed to encourage an interactive learning process, the workshop was conducted in a quiz-like environment to ensure the students were fully engaged throughout the one-day programme. The sessions were well-received as the students were seen actively participating as the trainers guided them in answering different ranges of exam questions. Complimentary workbooks and notes were also provided and used throughout the sessions.

Director and Chief Executive Officer of Great Eastern Life, Dato Koh Yaw Hui said, "Education is a powerful tool that can help children unlock their potential and thus creating a brighter future for themselves, their communities and country. It is our hope that the workshop will give these underprivileged children an equal opportunity to achieve success and discover the limitless possibilities that lies ahead of them."

The Let's Score 'A' workshop is a supporting element of Program Aspirasi Gemilang 'A', an initiative launched under the Education pillar of ChildrenCare. It is the first Corporate Social Responsibility (CSR) initiative of its kind by a life insurance company, where students from JKM registered children homes are awarded RM 100 for each 'A' they achieved in the national examinations namely UPSR, PT3 and SPM. For three (3) consecutive years, the

programme has shown increasingly positive results. This year's results would mark a magnificent 49 percent compared to last year's results, with a total of 197 A's achieved this year.

At the end of the workshop, the participants were seen exiting the hall and sharing their new found confidence with each other. Noraini Natasha aged 12, said, "I really learned a lot today thanks to the teachers. The techniques taught were not something I would find at school and they made every class so interesting. Now, I am more confident and prepared to answer any questions asked in the exam."

Since its establishment in 1995, Great Eastern Life ChildrenCare has raised more than RM 2.3 million to help over 180 underprivileged children homes under the purview of Jabatan Kebajikan Masyarakat (JKM). Besides donations, the funds also support the various ChildrenCare initiatives which revolve around its three core pillars namely education, health and wellness, and personal development.

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ABOUT CHILDRENCARE

Launched in 1995, Great Eastern Life ChildrenCare, a long-term community project was initiated to instil 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 2013, we launched a new initiative under the Education pillar, "Program Aspirasi Gemilang 'A'", the first CSR initiative of its kind by a life insurance company of which students from JKM registered children homes are awarded RM100 for each 'A' they achieved in their public examinations namely UPSR, PT3 and SPM. Other activities include "ChildrenCare Let's Score 'A' Workshop" for UPSR, PT3 and SPM students, "Program Ihya' Ramadhan", "ChildrenCare Deepavali Feast", "ChildrenCare Magical Ice Skating", "ChildrenCare Young Roboticist Camp", "A Visit to Aquaria with ChildrenCare" and many 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 RM70.1 billion in assets, over 3.0 million policies in force and a network of 17,000 agents nationwide as at 31 December 2015. 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 is the oldest and most established life insurance group in Singapore and Malaysia. With S\$68.1 billion in assets and over 4 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 and Brunei and has a presence in China as well as a representative office in Myanmar.

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 longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating from Moody's. Recognised for its financial strength and stability, OCBC Bank has been ranked Asean's strongest bank and among the world's five strongest banks by Bloomberg Markets for five consecutive years since the ranking's inception in 2011.

For more information, please visit greateasternlife.com