

## **MEDIA RELEASE**

For Immediate Release

### **GREAT EASTERN CONTRIBUTES RM110,000.00 TO PROMOTE HEALTHY LIVING FOR UNDERPRIVILEGED CHILDREN**

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**Kuala Lumpur, 22 September 2018** – In celebration of its 110<sup>th</sup> anniversary this year, Great Eastern, organised the inaugural ChildrenCare Futsal Carnival 2018 with over 110 underprivileged children from Homes under the purview of Jabatan Kebajikan Malaysia (JKM). The futsal carnival, in collaboration with JKM, was launched by Encik Nor Miswary Ramli, Special Officer – Official Duties to Deputy Minister, Ministry of Women, Family and Community Development representing Yang Berhormat Puan Hannah Yeoh.

Great Eastern ChildrenCare is a long-term Corporate Social Responsibility (CSR) programme which focuses on inspiring underprivileged children to discover their potential in the areas of Education, Health and Wellness and Personal Development. In conjunction with Great Eastern 110<sup>th</sup> anniversary, ChildrenCare made a contribution of RM110,000 to help promote the importance of healthy living through sports.

Over the years, Great Eastern ChildrenCare has donated more than RM2.4 million to the underprivileged homes registered with JKM to equip them with books, learning aids, specialized equipment, school bags and uniforms, among others.

“We applaud Great Eastern’s effort and commitment in making a positive difference in the lives of the underprivileged children and we hope to see more corporate organizations emulate what we witnessed today” commented Encik Nor Miswary Ramli.

The event was joined by the employees from both JKM and Great Eastern where they had a chance to interact with the children through the tele-match games, which were organized as part of the carnival.

During the futsal launch ceremony, Great Eastern Life Assurance Malaysia Berhad, Chief Marketing Officer, Nicholas Kua said, “The futsal carnival is aimed to encourage children to cultivate a healthy

lifestyle from young through sport. It is also part of our group wide *Great Eastern Cares* program to encourage active volunteerism among our staff and agency force.

We remain committed to make a lasting and positive difference in the lives of the communities we work in and hope with the contribution of RM110,000.00, it would help encourage the children to take up a sport which will be beneficial to their health in the long run.”

The champions of the futsal matches each won a set of futsal jersey and sport bag while all the children participated in the carnival received sport shoes and futsal balls.

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Mr Nicholas Kua, Great Eastern Life Assurance Malaysia Chief Marketing Officer (on the left) presenting a contribution of RM110,000 to En Zulkifli, Social Welfare Department – Deputy Director of General Operations (on the right) witnessed by En Nor Miswary, Special Officer – Official Duties to Deputy Minister of Women, Family and Community Development



En Nor Miswary presenting the prizes to the Champion of Great Eastern Childrencare Futsal Carnival 2018 alongside with the Social Welfare Department (JKM) and Great Eastern Life Assurance representatives



The underprivileged children in action during the futsal match



The underprivileged children in action during the futsal match

## **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 RM79.6 billion in assets, over 3.0 million policies in force and a network of 19,000 agents nationwide as at 31 December 2017. 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**

A market leader and a well-established trusted brand in Singapore and Malaysia, Great Eastern was founded in 1908 and celebrates its 110th anniversary this year. With S\$83.3 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 and Great Eastern General Limited have 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 is consistently ranked among the World's Top 50 Safest Banks by Global Finance and has been named Best Managed Bank in Singapore and the Asia Pacific by The Asian Banker.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has more than 600 branches and representative offices in 18 countries and regions. These include over 330 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 100 branches and offices in Hong Kong, China and Macao under OCBC Wing Hang.

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