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MEDIA RELEASE

For Immediate Release

TOWARDS CREATING A BRIGHTER FUTURE FOR CHILDREN

Kuala Lumpur – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) through its community project established since 1995, Great Eastern Life ChildrenCare, is rewarding RM100 to each ‘A’ achieved in this year’s public examinations by all children residing in the 43 *Jabatan Kebajikan Masyarakat* institutions nationwide.

The initiative, a first by a corporate organisation with the support of *Jabatan Kebajikan Masyarakat*, will benefit close to 500 underprivileged children sitting for their *Ujian Penilaian Sekolah Rendah* (UPSR), *Peperiksaan Menengah Rendah* (PMR) and *Sijil Peperiksaan Menengah* (SPM) later this year.

Great Eastern Life’s Director and Chief Executive Officer, Dato Koh Yaw Hui, while making the announcement at the event graced by the Minister of Women, Family and Community Development, YB Datuk Rohani Abdul Karim, said, “Today’s event marks a meaningful beginning towards achieving immediate and lasting change in the lives of these children. Besides having a solid foundation in education, we also believe that being healthy as well as possessing good personal and social skills are equally important in preparation for their life’s journey. Hence, we have identified three core pillars namely education, health and wellness, and personal development which, moving forward, will be the main focus of Great Eastern Life ChildrenCare.”

He added, “Great Eastern Life has just celebrated its 105th anniversary yesterday, being the largest and most established life insurance company in Malaysia, we are not only committed to the growth of the Company but also in contributing back to the societies in which we operate. Along the journey to become a LIFE company, we actively help Malaysians live healthier and better.”

The concept of corporate social responsibility is deeply rooted in Great Eastern Life which has since donated more than RM1.8 million to 180 children homes in Malaysia over the past 18 years and worked hand-in-hand with *Jabatan Kebajikan Masyarakat* and non-governmental organisations on various children welfare programmes.

YB Datuk Rohani Abdul Karim commended Great Eastern Life’s readiness in working with the *Jabatan Kebajikan Masyarakat* on programmes benefitting the target group of the Ministry, saying, “I hope that Great Eastern Life ChildrenCare will be translated into various other programmes in the future for the benefit of the children”.

All the children will be provided reference books and exam materials in an effort to motivate and help them prepare for their examinations. “We believe that children, when empowered, are capable of developing to their fullest potential thus, creating better futures for themselves, their communities, and country,” Dato Koh said. “We are excited to be on this journey and will remain committed towards ensuring that these children are able to live great and have the future they deserve,” he added.

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ABOUT CHILDRENCARE

Launched in 1995, the ChildrenCare Charity was initiated to instil the spirit of caring and sharing amongst Great Eastern’s staff and members of the agency force. Over the past 18 years, around RM1.8 million has been donated to more than 180 children charities across Malaysia via ChildrenCare. Each year, staff and members of the agency force work together to raise funds from the public, which are all fully donated to benefit children in need. Apart from fund-raising and making donations, ChildrenCare is also supported by I-Pledge Volunteers from Great Eastern’s pool of staff who pledged as volunteers, offering up their own free time to assist in ChildrenCare activities that goes beyond the ordinary approach of helping underprivileged children. The activities arranged for children are not only designed to be fun, but to also essentially include educational, motivational and inspiring elements, as well as raise awareness on environment, cultural and heritage protection. Examples of activities include “Together We Experience Nature”, “Going Green with Effective Microorganisms”, “Reading To The Blind”, “ChildrenCare Camp with Children of Aborigines”, “Fun and Easy Learning English”, “ChildrenCare Arts and Crafts Day”, etc.

For more information about or to donate to ChildrenCare, please contact ChildrenCare Careline at 03-4259 8878.

ABOUT GREAT EASTERN LIFE ASSURANCE (MALAYSIA) BERHAD

Great Eastern 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 has RM59.6 billion in assets, over 2.9 million policies in force and a network of 17,000 agents nationwide as at 31 December 2012. To date, Great Eastern 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).

For more information, please visit greateasternlife.com

ABOUT GREAT EASTERN HOLDINGS LIMITED

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With \$57 billion in assets and around 4.0 million policyholders, it has two successful distribution channels – the tied agency force and bancassurance. The Company also operates in China, Indonesia, Vietnam, and Brunei. Great Eastern Life Assurance Company Limited has been assigned the financial strength and counterparty credit ratings of 'AA-' by Standard & Poor's, one of the highest among Asian life insurance companies. It was voted Life Insurer of the Year at the Asia Insurance Industry Awards 2011 by Asia Insurance Review. 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 500 branches and representative offices in 15 countries and territories, including about 400 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

For media queries, please contact: -

Ms. Leong Pei Yee

Manager, Brand and Communications

Tel : 03 - 4259 8769

Fax : 03 - 4259 8798

H/P : 019 - 226 3531

E-Mail : LeongPeiYee@greateasternlife.com

or

Ms. Wong Fong Yee

Assistant Manager, Brand and Communications

Tel : 03 - 4259 8740

Fax : 03 - 4259 8798

H/P : 012 – 286 0880

E-Mail : WongFongYee@greateasternlife.com