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## **MEDIA RELEASE**

For Immediate Release

### **50 DESERVING CHILDREN RECEIVE RM10,800 FROM PROGRAM ASPIRASI GEMILANG 'A'**

*First CSR initiative by an insurance company to award deserving children  
for every 'A' achieved in exam*

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Kuala Lumpur – 50 deserving children from welfare homes today receive cash award of RM100 from Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) for each 'A' they achieved in national examinations namely UPSR, PMR and SPM held last year through their Program Aspirasi Gemilang 'A', the first CSR initiative of its kind by a life insurance company.

Dato' Sri Rohani Abdul Karim, Minister of Woman, Family and Community Development together with Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern Life present the cash award amounting RM10,800 to the 50 children who came from 43 different children homes registered with the Department of Social Welfare Malaysia at an award presentation ceremony here at 1 Utama Shopping Centre.

"Great Eastern Life ChildrenCare launched the Program Aspirasi Gemilang 'A' initiative in August last year which benefitted close to 500 school children who received reference books, workbooks and stationeries from us to aid them in their preparation for the national examinations. Today, we will be rewarding 50 dedicated students who worked extremely hard to obtain 108 'As' in their national examinations last year," says Dato Koh Yaw Hui.

"I'm very pleased to announce that this year's results saw a 100 percent improvement in the number of 'As' achieved by the students compared to 2012, where 53 'As' were achieved by 30 students. A special mention to Delaksina and Hamidah who have both achieved 4 'As' respectively in UPSR, Amizah who has achieved 5 'As' in PMR and to top it off, Nurul Ain who has achieved 10 'As' in SPM, these are the top students in their respective examinations and we are extremely proud of their outstanding achievements," he continues.

Dato' Sri Rohani Abdul Karim lauded Great Eastern Life's corporate social responsibility effort, she says "this strategic partnership between Department of Social Welfare Malaysia (JKM) and Great Eastern Life is to encourage and motivate children from the JKM institutions to excel in

their studies. I hope that this long term programme will continue to inspire more children in their pursuit of success.”

In conjunction with the award presentation ceremony, Great Eastern Life ChildrenCare has also organised the ‘Live Great Discovery’ from 9 to 13 April. In line with the 3 core pillars of Great Eastern Life ChildrenCare, ‘Live Great Discovery’ aimed to inspire children with the possibilities in life and help discover their true potential in the areas of education, health and wellness and personal development.

At the “Education” corner, children will learn about using the C Programming Language to control robots, which will stimulate their understanding in the subjects like Science, Technology, Engineering and Mathematics (STEM) and improve their lateral thinking, communications and problem-solving skills.

To prevent prevailing health conditions among children, there are few complimentary health checks available at the “Health and Wellness” corner, such as the lazy eye check and BMI test to ensure that the children are not hindered by an impaired vision or obesity in their journey to discover their true potential. Over at the “Personal Development” corner, children can also express their creativity through Lego building and clay craft making activities.

On top of these three dedicated corners, children can also increase their motor and communication skills at the ‘Fun Zone’ by partaking in 10 of the sporty and fun activities such as rock climbing, soccer, basket ball with the purchase of a 1-Day pass at RM20. “All proceeds will be channeled to children homes under the umbrella of the Department of Social Welfare Malaysia through the ChildrenCare fund, which will be used to benefit underprivileged children. To date, Great Eastern Life ChildrenCare has donated more than RM1.9 million to over 180 children homes in Malaysia since 1995,” added Dato Koh Yaw Hui during the launch event.

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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 19 years, more than RM1.9 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 RM63 billion in assets, over 2.9 million policies in force and a network of 17,000 agents nationwide as at 31 December 2013. 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\$60.9 billion in assets and around 4.0 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)

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