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## **MEDIA RELEASE**

For Immediate Release

### **A NEW MILESTONE FOR GREAT EASTERN LIFE CHILDRENCARE**

*Great Eastern Life ChildrenCare recognised as  
Top 5 Community Care Companies in Asia 2014*

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Kuala Lumpur – Great Eastern Life Assurance (Malaysia) Berhad is extremely honoured to be selected as the winner of the Asia Corporate Excellence & Sustainability Awards under the category of the Top 5 Community Care Companies in Asia 2014 for its long-term community project, Great Eastern Life ChildrenCare.

Launched in 1995, Great Eastern Life ChildrenCare was initiated to instil the spirit of caring, sharing and volunteerism 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 focused its efforts on three core pillars namely education, health and wellness, and personal development when reaching out to children in need. ChildrenCare worked hand-in-hand with Government Ministries such as the Department of Social Welfare Malaysia or Jabatan Kebajikan Masyarakat (JKM) as well as various Non-Governmental Organisations (NGOs) on children welfare programmes to address and resolve the ongoing struggles these children faced every day. Every year, various activities were carried through strategic partnerships with JKM and other bodies.

“Over the years, we had had great times inspiring underprivileged children out there to discover their potential in life through the three core pillars. This recognition furthers an assurance that our initiatives are heading on the right direction as we move forward to greater heights,” said Dato Koh.

This year, ChildrenCare's pilot project under the education corner, Program Aspirasi Gemilang witnessed a 100% improvement in the number of 'A's achieved by the underprivileged children from 43 homes under the care of JKM nationwide.

“With the success of Program Aspirasi Gemilang 'A' that encourages and motivates underprivileged children to excel in their examinations, ChildrenCare will be launching two new projects under the pillar of health and wellness as well as personal development next year. Having said that, Great Eastern Life ChildrenCare will extend its efforts in instilling good values

in the children's life with continuous support by JKM as well as the staffs and agency force of Great Eastern Life," Dato Koh added.

To date, Great Eastern Life ChildrenCare has donated more than RM2.0 million to over 180 children homes in Malaysia since its inception in 1995.

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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 RM2.0 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)

For media queries, please contact: -

Ms. Juliet Wong

AVP, Brand and Communications

Tel : +603 4259 8879

Fax : +603 4259 8880

H/P : +6012 383 0723

E-Mail : [JulietWong@greateasternlife.com](mailto:JulietWong@greateasternlife.com)

Martin Teo

Senior Executive, Brand and Communications

Tel : +603 4259 8181 ext 7892

Fax : +603 4259 8880

H/P : +6016 258 5997

E-Mail : [MartinTeoWayHock@greateasternlife.com](mailto:MartinTeoWayHock@greateasternlife.com)