

MEDIA RELEASE

For immediate release

GREAT EASTERN LIFE CHILDRENCARE BRINGS CHRISTMAS CHEER TO UNDERPRIVILEGED CHILDREN

Kuala Lumpur, 31 December 2015 – Great Eastern Life Assurance (Malaysia) Berhad organised an ice-skating escapade at The Royale Chulan Damansara Hotel Ice-Skating Rink for 30 underprivileged children from Rumah Hope and Pertubuhan Kebajikan Anak Yatim Mary, two homes registered under Jabatan Kebajikan Masyarakat (JKM). The meaningful yet fun activity is one of Great Eastern Life’s long term corporate social responsibility projects, ChildrenCare.

With Christmas lights set to the backdrop of the ice-skating rink, bright and cheerful faces were apparent as the children skate and twirled around the rink. In the spirit of spreading the Christmas cheer, employees of Great Eastern Life Assurance were present to applaud the children as they learned to skate. The children were also treated to a sumptuous Christmas buffet lunch. Adding to the joy was the pleasant surprise to the children when goodie bags containing Christmas gifts and chocolate hampers were handed out to them.

One of the caretakers from Pertubuhan Kebajikan Anak Yatim Mary, Mr. Mathews Aruputham said, “It was a well organised event and it brightens my heart to see the children truly enjoying themselves today.” A young participant from Rumah Hope, Surindran Arumugam said, “This is my first time going ice-skating and it was really fun. I was also pleasantly surprised when they let out the snow in the skating rink. I hope to be able to go for more of such events in the future.”

Great Eastern Life Director and Chief Executive Officer, Dato Koh Yaw Hui said, “We want to provide an opportunity to the children to learn a new skill and hopefully cultivate an interest in ice-skating as part of their personal development.”

“ChildrenCare is in its 20th Anniversary this year and to date, we have collected over RM2.2 million and donated them to more than 180 children homes across the country. This is a significant milestone for us as we believe that the children are the future of the country and every little step goes a long way to help them build a better and brighter future,” he added.

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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 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 RM66.9 billion in assets, over 3.0 million policies in force and a network of 17,000 agents nationwide as at 31 December 2014. 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\$67.4 billion in assets and around 4.7 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