

## **MEDIA RELEASE**

For immediate release

### **MOVIE DAY OUT – SHARING THE SCHOOL HOLIDAY CHEER WITH UNDERPRIVILEGED CHILDREN**

Organised by Great Eastern Life ChildrenCare

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**Kuala Lumpur, 19 March 2016** – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) shared some school holiday cheer with 50 underprivileged children by bringing them to watch the highly anticipated animated comedy, *'Kung Fu Panda 3'* at Cathay Cineplexes, E-Curve. The children from Rumah Kanak-kanak Ini Di Sayangi (KIDS) and Trinity Children Centre were invited for the activity that was organised as part of ChildrenCare, the company's long-term corporate social responsibility project which aims to help underprivileged children under the purview of Jabatan Kebajikan Masyarakat (JKM).

The event was organised and held during the school holidays to provide the opportunity to the underprivileged children to experience a joyful school holiday. For most of these children, it was their first time watching a movie in a cineplex as they entered the hall with enthusiasm. They were quick to indulge on the delicious popcorn as they were seated. Throughout the movie, the atmosphere was filled with the hearty laughter of children as they were humoured by the funny antics of Po and his friends. Between the laughs, there were also moments where the children were deeply engaged with the story and appreciated the positive learnings from the screening.

As the movie came to a close, the children excitedly express their opinions of the movie with each other. Samuel Pereira, aged 8 from Rumah KIDS shared, "I really enjoyed the movie. My favourite character in the whole story is Po. I like how he is always trying his best when he does anything and he is so funny." One of the caretakers from Rumah KIDS, Mr David Janssen also shared, "The movie was amusingly entertaining and did indeed provide some important life lessons for the children. I am thankful that the children have had this special opportunity, thanks to Great Eastern Life ChildrenCare."

Since its establishment in 1995, Great Eastern Life ChildrenCare has raised more than RM 2.2 million and donated to over 180 underprivileged children homes under Jabatan

Kebajikan Masyarakat (JKM). In addition to donations, the funds also support the various ChildrenCare initiatives which focus on its three core pillars namely education, health and wellness, and personal development.

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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 2013, we launched a new initiative under the Education pillar, "Program Aspirasi Gemilang 'A'", the first CSR initiative of its kind by a life insurance company of which students from JKM registered children homes are awarded RM100 for each 'A' they achieved in their public examinations namely UPSR, PT3 and SPM. Other activities include "ChildrenCare Let's Score 'A' Workshop" for UPSR, PT3 and SPM students, "Program Ihya' Ramadhan", "ChildrenCare Deepavali Feast", "ChildrenCare Magical Ice Skating", "ChildrenCare Young Roboticist Camp", "A Visit to Aquaria with ChildrenCare" and many 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 RM70.1 billion in assets, over 3.0 million policies in force and a network of 17,000 agents nationwide as at 31 December 2015. 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 is the oldest and most established life insurance group in Singapore and Malaysia. With S\$65.8 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, Vietnam and Brunei and has a joint venture 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 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 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 has been ranked Asean's strongest bank and among the world's five strongest banks by Bloomberg Markets for five consecutive years since the ranking's inception in 2011.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has over 630 branches and representative offices in 18 countries and regions. These include the more than 330 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 90 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

For more information, please visit [greateasternlife.com](http://greateasternlife.com)