

## MEDIA RELEASE

For Immediate Release

### **49% INCREASE IN THE NUMBER OF A'S ACHIEVED UNDER THE GREAT EASTERN LIFE CHILDRENCARE PROGRAM ASPIRASI GEMILANG 'A'**

*RM19,700 awarded to 104 deserving children*

**Kuala Lumpur, 26 September 2016** – Great Eastern Life Assurance (Malaysia) Berhad's (Great Eastern Life) awarded RM19,700 cash to 104 deserving children. Program Aspirasi Gemilang 'A' is an Award Presentation Ceremony which was announced in August 2013 where ChildrenCare will award RM100 for every 'A' achieved in the public examinations by children residing in children homes under the purview of Jabatan Kebajikan Masyarakat (JKM). Last year, 75 children with the total of 133 'As' received the award for their achievement in the UPSR, PT3 and SPM examinations in 2014. This year, a total of 104 children scored 'A' amounting to 197 A's for 2015 public examinations – a 49% increase in the number of A's.

This first CSR initiative programme by an insurance company is supported by JKM since it was launched in 2013. A total of RM19,700 cash award were given out today at the presentation ceremony honoured by 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. Certificates were also presented to the children in the ceremony held at Putrajaya.

In summary, 28 children sat for UPSR, 56 children for PT3 and 20 children for SPM examinations in this batch of Program Aspirasi Gemilang 'A'.

Top achievers in the three national exams category:

No.	Name	Results	Home
<b>UPSR</b>			
1	Faridatul Aisyah Bt Noorhady	4 As	Rumah Kanak-kanak Arau, Perlis
2	Muhammad Nurhan	4 As	Rumah Perlindungan Kanak-kanak Johor
<b>PT3</b>			
1	Tan Siew Wai	5 As	Pusat Perkembangan Kemahiran Kebangsaan, Serendah, Selangor

SPM			
1	Tharani A/P Letchumanan	7 As	Taman Seri Puteri Cheras

“It is great accomplishment to have a 49% increase in the number of ‘A’s achieved compare to the previous batch. This programme was initiated to inspire the underprivileged children to realise their potential and we are proud of the significant number of 197 ‘A’s scored in this batch.” said Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern Life.

He said that the collaboration with JKM has been pivotal in ensuring the on-going success of this project with the support of the Ministry of Women, Family and Community Development.

In association with the programme, Great Eastern Life also organised the Let’s Score ‘A’ Workshop to prepare the children with the right techniques and useful tips on exam questions for selected subjects. There were 200 children who attended the workshop organised in 2015.

This interactive revision workshop is to motivate the children with useful tips and provide them with reference books and past examination papers in various subjects. It is aim to provide a learning platform, helping and motivating them to do well in their studies and to achieve better results in their national examinations.

To-date, a total of 438 ‘A’s were scored by students under this programme since its launch. The results recorded 49% increase in the number of A’s achieved in 2015 as compared to 2014 result.

Examination Year	Number of ‘A’s Scored	Number of Students Scored ‘A’	Percentage of Improvement (YOY)
2012	53	30	NIL
2013	108	50	104%
2014	133	75	23%
2015	197	104	49%
<b>Total</b>	<b>438</b>	<b>229</b>	

Table 1: Summary of “A”s acquired by the underprivileged children in their public examinations

Dato' Sri Rohani said, "The increasing number of achievements every year proves that children in our institutions are equal with the other children. What is important is the cooperation and support from all parties to enable these children to live harmoniously and have proper education. This is what we hoped from the strategic partnership with the corporate sector."

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## **ABOUT CHILDRENCARE**

Launched in 1995, Great Eastern Life ChildrenCare, a long-term community project was initiated to instill 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 RM2.3 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\$68.1 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 and Brunei and has a presence 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.

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