

## **MEDIA RELEASE**

For immediate release

### **GREAT EASTERN LIFE CHILDRENCARE PROVIDES PT3 & SPM WORKSHOP FOR UNDERPRIVILEGED CHILDREN** 169 children across Peninsula Malaysia benefitted from the workshop

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**Kuala Lumpur, 30 September 2017** – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) expanded their efforts in helping underprivileged children to succeed in their public examination through the Let's Score 'A' Workshop. 96 SPM candidates from registered homes under Jabatan Kebajikan Masyarakat (JKM) across Peninsula Malaysia attended the two-day workshop held at Menara Great Eastern. The workshop covers four (4) subjects namely Mathematics, English, Sejarah and Bahasa Melayu.

Last month, Great Eastern Life ChildrenCare (ChildrenCare) organised a similar workshop for 73 PT3 candidates from 12 JKM homes located in Kuala Lumpur, Melaka, Selangor, Perak, Pahang and Terengganu. The PT3 workshop covers Mathematics and English subjects.

The workshop is designed to encourage interactive learning process with quiz-style environment to ensure the children are fully engaged. During the workshop, children were also divided into groups to allow better interaction with the teacher. The workshop provides useful examination tips, answering techniques, and review past examination questions. Workbooks and study materials were also provided and valuable techniques and tips to help them score more A's in their upcoming examinations.

Great Eastern Life's Chief Executive Officer Dato Koh Yaw Hui said, "This is one of our initiatives to help the children with their final preparation for the upcoming public examinations. We believe that the children will benefit greatly from the correct techniques and useful tips given during the workshop."

"We also believe that by empowering the children with education, it will allow the children to unlock their potential, enabling them to have a greater future" he added.

The Let's Score 'A' Workshop are held to support Program Aspirasi Gemilang 'A', an initiative launched under the Education pillar of ChildrenCare in 2014. It is the first Corporate Social Responsibility (CSR) initiative of its kind by a life insurance company, where students from JKM registered children homes are awarded RM100 for each 'A' they achieved in the national examinations namely UPSR, PT3 and SPM.

Since the establishment of ChildrenCare in 1995, more than RM 2.4 million was raised in the effort to help underprivileged children from more than 180 homes under JKM across the country. Apart from monetary donations, ChildrenCare also organized various programmes to help realise its three (3) 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 22 years, more than RM2.4 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 RM72.9 billion in assets, over 3.0 million policies in force and a network of 17,000 agents nationwide as at 31 December 2016. 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 \$71.1 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 is consistently ranked among the World's Top 50 Safest Banks by Global Finance and has been named Best Managed Bank in Singapore and the Asia Pacific by The Asian Banker.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has over 610 branches and representative offices in 18 countries and regions. These include the 340 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 100 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

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