

PICTORIAL RELEASE

For immediate release

**GREAT EASTERN CHILDRENCARE ORGANISED PAPER CUTTING
WORKSHOP**

Kuala Lumpur – Great Eastern Life Assurance (Malaysia) Berhad (GELM) through its corporate social responsibility initiative, ChildrenCare continued the spirit of Chinese New Year (CNY) by organizing Paper Cutting Workshop (jiǎnzhǐ) with close to 100 underprivileged children from BRDB Rotary Children’s Residence, Yayasan Sunbeams, and Praise Emmanuel Children’s Home. Through the two-hour workshop, the children were encouraged to explore their creative skills by creating handmade CNY lantern, which aligned with the Personal Development pillar of ChildrenCare. The children were then entertained by the Lion and Dragon Performance before treated to a sumptuous CNY buffet dinner. Smiles and good fortune filled the evening as the children were delighted to receive their prosperity bag presented by Sunny Lion mascot and GELM representative before they departed home. GELM also made a donation of gift vouchers worth RM12, 500 to other homes registered under Jabatan Kebajikan Masyarakat (JKM) or Social Welfare Department of Malaysia.

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1 (a)

1 (a, b & c) The children enjoying CNY paper cutting activity.



1 (b)



1 (c)



2)



2) Dragon dance performance team entertaining the children.

3)



3) The children with their handmade CNY lantern and prosperity bag.

4)



4) Great Eastern Life ChildrenCare's I-Pledge Volunteer and the representatives from BRDB Rotary Children's Residence, Yayasan Sunbeams, and Praise Emmanuel Children's Home.

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 23 years, more than RM2.8 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.

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 RM79.6 billion in assets, over 3.0 million policies in force and a network of 19,000 agents nationwide as at 31 December 2017. 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

A market leader and a well-established trusted brand in Singapore and Malaysia, Great Eastern was founded in 1908 and celebrates its 110th anniversary this year. With S\$82.5 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 and Great Eastern General Limited have 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 more than 600 branches and representative offices in 18 countries and regions. These include over 330 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 100 branches and offices in Hong Kong, China and Macao under OCBC Wing Hang.

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

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