

30 March 2015

## **AMMETLIFE LAUNCHES HEALTH DAY FOR LOCAL SCHOOL CHILDREN**

**KUALA LUMPUR, March 30, 2015** - Today, AmMetLife launched their '2015 Health Day', an initiative focused on helping to improve the life quality of children through an interactive programme incorporating sport.

AmMetLife aims to be a leading customer centric insurer in Malaysia, and is a strategic partnership between AmBank and MetLife which launched in 2014. MetLife is the no. 1 life insurer in the world and the no. 1 health insurer in Asia. Together with AmBank, one of the largest banking groups nationally, the partnership is dedicated to creating products and services that help to improve and protect customer's health.

The '2015 Health Day' took place at a primary school in Kuala Lumpur with the aim of educating school children on the benefits of staying healthy, and important life values such as respect, teamwork and communication. 100 children from SK La Salle(2) Jinjang, aged nine to twelve, participated in the festivities which included a number of fun and energetic games led by professional badminton coaches and star player, Hoon Thien How.

The men's doubles champion provided an inspirational presence on the day for the school children. He shared his experience and knowledge gained during his professional sporting life, on the vital role that health and fitness had in his success. Thien How won the Junior World Championship and Commonwealth Games Youth title with partner, Boon Heong, in 2004, and has also seen recent success at the Thomas Uber Cup (silver) and Asian Games (bronze) in 2014.

"Staying healthy is an extremely important part of everyday life and should be top of mind from a young age. The event today helped to educate the kids in a fun and interactive way, not only on how to maintain good health, but also on important life values", Thien How shared.

Also present on the day, was Encik Wan Zamri Wan Zain, Chief Executive Officer of AmMetLife Takaful together with Ms. Kam Lee Lan, Chief Marketing Officer of AmMetLife and Mr. Tai Chee Ming, Chief Agency Officer of AmMetLife .

"In line with our LIVE READY brand proposition, the AmMetLife 2015 Health Day is launched to encourage students in the community to improve their lifestyles in an enjoyable and interactive way. Sport is not just fun and exciting, but it also provides a good training ground for young children to learn many life skills such as teamwork, respect and discipline. A healthy lifestyle is important as it will definitely help all students live confidently today and be ready for tomorrow," Wan Zamri noted

The day's activities concluded with a ceremony where all children were presented with a certificate of achievement. To encourage the children to stay fit and active, they also

individually received a badminton racquet, and a shuttle cock donation will be made to the school.

Madam Tan Geok Hong, Headmistress of SK La Salle (2) Jinjang said “I am pleased and honoured to have AmMetLife launch this campaign here in SK La Salle (2) Jinjang. In line with the school’s motto, ‘Academic Excellence Through Sports’, we have always encouraged such activities as an active body will cultivate an active mind. On behalf of all the teachers, I would like to thank AmMetLife for spreading the importance of staying healthy to our students. Thank you AmMetLife”.

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**About AmMetLife**

AmMetLife is a strategic partnership between AMMB Holdings Berhad (AmBank Group) and MetLife International Holdings, Inc. (MetLife). AmMetLife offers a comprehensive range of life assurance and wealth protection solutions distributed through a combination of over 200 AmBank and AmMetLife branded branch offices, in addition to the strength of its authorised life insurance agents nationwide.

The strategic partnership combines the international expertise and financial strength of MetLife with the local strength and reach of AmBank Group to create a customer-centric and modern life assurance solutions provider in Malaysia.

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