

## PRESS RELEASE

### China Life Insurance Singapore Presents My Paper Yogaspiration 2016



**Singapore, 17 August 2016** – China Life Insurance Singapore is proud to be the presenting sponsor of My Paper Yogaspiration 2016 happening on 19 August from 6pm – 9.30pm at The Lawn@Marina Bay.

This event is organized by My Paper and will draw yoga enthusiasts to enjoy mass yoga workouts under the stars. Besides relaxing their mind and body through **Hatha Yoga** and the **Yin Yoga** by True Yoga instructors after a hard day's work, participants will also get to win lucky draw prizes worth over \$7,000. They will also be entertained with popular hits by local artiste, Sugianto 潘嗣敬 from Yours Truly Live Music and receive an attractive goodie bag of items worth more than \$100 as well.

Mr Tony Chow, Chief Executive of China Life Insurance Singapore said, "China Life Insurance Singapore is proud to be the presenting sponsor of My Paper Yogaspiration event as we believe in living and promoting a healthy lifestyle. This premier calendar event is a great platform to gather yoga enthusiasts and those who want to relax their mind and body after a week-long work, through yoga workouts under the stars. Participants can not only look forward to a host of exciting entertainment and activities with attractive lucky draw prizes at the event, but they can also benefit greatly from doing the mass yoga workouts. I am confident that this event will be a successful and very enjoyable experience for the participants."

Ms Elsie Chua, Executive Vice-President and Head, Marketing Division at SPH, said: "My Paper aims to engage PMEBs constantly with our bilingual coverage on news and lifestyle trends. With the successful launch of My Paper Yogaspiration last year, we are delighted to have China Life Insurance Singapore as our presenting sponsor this year and we look forward to more partnerships in future."

My Paper Yogaspiration 2016 is proudly presented by China Life Insurance Singapore, supported by Bio-essence and Eversoft and with MegRhythm Steam Eye Mask as product sponsor. Other partners include True Yoga as official yoga partner, Kiss92 as official radio station and SPHMBO as official out-of-home partner. The event will be hosted by Kiss92 DJ, Desiree Lai.

For more information on the event, please visit [www.yogaspiration.com.sg](http://www.yogaspiration.com.sg).

### **About China Life Insurance Singapore**

China Life Insurance (Singapore) Pte. Ltd. is a wholly-owned subsidiary of China Life Insurance (Overseas) Company Limited (“China Life Overseas Company”), which is wholly-owned by China Life Insurance (Group) Company. China Life Insurance (Group) Company is the largest financial insurance corporation in China. It is also a Fortune Global 500 company, ranked 54 in 2016, for 14 consecutive years with brand value of over RMB 253 billion\*.

China Life Overseas Company has been providing financial services in Hong Kong and Macau since 1984 and 1989 respectively. Its business covers 3 main categories, namely life insurance, investment as well as provident fund services. In 2015, its premium income exceeded HKD40 billion, with a breakthrough in agency force of over 3,300. At present, China Life Overseas Company is a leading life insurance company in both Hong Kong and Macau with an asset value of more than HKD170 billion as at December 2015. In January 2016, China Life Overseas Company’s prudent financial management and stable outlook are underscored by the rating accredited by international rating agencies, including Moody’s “A1” (insurance financial strength rating) and Standard & Poor’s “A+” (long-term local currency issuer credit rating and insurer financial strength rating).

As part of China Life Insurance (Group) Company, China Life Insurance (Singapore) Pte. Ltd. is committed to offering a full suite of value-added financial solutions to clients to fulfill their protection, savings and investment needs. We proactively assimilate into the society, and hope to bring the growth and enjoy the success with Singapore through the collaboration between China and Singapore.

\* Source: Top 500 Most Valuable Chinese Brands by World Brand Lab as at June 2016

### **About MyPaper**

MyPaper « 我报 » was launched on June 1, 2006. It was Singapore's first Chinese freesheet.

MyPaper was relaunched on January 8, 2008 as the first bilingual newspaper in Singapore, and probably in the region. The bilingual newspaper is a cosmopolitan newspaper that offers the best of both worlds, with wide coverage on home and world news, business, sports, lifestyle and entertainment in two languages within a single newspaper.

MyPaper offers a snazzy combo of news and lifestyle/entertainment stories that is targeted at upwardly mobile PMEBS. It enables young, bilingual professionals to keep up with what is happening around them.

Published on Mondays to Fridays (except public holidays), MyPaper has an average daily circulation of 250,000 copies.

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