

## PRESS RELEASE

### China Life Insurance Singapore makes a splash as new title sponsor of the 48<sup>th</sup> Singapore National Age Group Swimming Championships



**Singapore, 8 February 2017** – THE annual Singapore National Age Group Championships (SNAG) is back with its 48th edition to thrill the local swimming scene, and will see China Life Insurance Singapore inaugurating this prolific event as title sponsor.

The China Life Insurance Singapore SNAG 2017 is the last local qualifying meet for this year’s Southeast Asian (SEA) Games to be held in Kuala Lumpur in August. Competition for places is fierce as our Singapore swim team looks to build on their unprecedented success at the 2015 SEA Games, where they won a record 23 gold medals.

Mr Tony Chow, Chief Executive of China Life Insurance Singapore said: “As part of one of the largest insurance firms in the world, we are thrilled to support one of the most anticipated sporting events in Singapore. Through our involvement with Singapore’s highly profiled sport – swimming, we are proud to have this opportunity to inspire the athletes in their pursuit of realising their dreams to succeed on the global stage. China Life has always believed and supported the development of sports. We are committed to support the community to help them achieve their goals and to celebrate their milestones with them. We hope that our sponsorship of the Singapore National Age Group Championships will further promote the local sporting culture and motivate these athletes to a higher level of sporting excellence.”

“We will also be launching a 5-lesson ‘learn-to-swim’ Corporate Social Responsibility (CSR) programme with special needs children from Pathlight School. This is in line with our commitment to promote sports and to encourage swimming to be an inclusive sporting activity for these children to learn and enjoy as well.” Mr Chow continued.

The CSR programme will culminate with a “grand final” swim competition on the day of junior finals on March 12th. This gives these children the rare opportunity to take part in a national swimming competition that is held in a world class venue like the OCBC Aquatic Centre.

Mr David Sim, Executive Director of Enterprise Sports Group, said, “As the exclusive event commercial agency and being a home grown Singaporean sports marketing company, ESG is proud to secure China Life Insurance Singapore, which is part of one of the world’s largest companies, to support Singapore’s top sport. We look forward to working with China Life Insurance Singapore to continue to engage only these swimmers, but also their parents who have been their constant pillars of support over the years.”

China Life Insurance Singapore will also be conducting a workshop which will have May Yim Schooling, mother of Olympic champion Joseph Schooling, to share on what it takes to raise a world beating swimmer.

The China Life Insurance 48th Singapore National Age Group Swimming Championships will be held from the 10th to 19th of March 2017 at the OCBC Aquatic Centre at the Singapore Sports Hub.

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### **About China Life Insurance (Singapore) Pte. Ltd.**

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 2016, its premium income exceeded HKD70 billion, with a breakthrough in agency force of over 3,600. 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 HKD240 billion as at December 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 in March 2016) and Standard & Poor’s “A+” (long-term local currency issuer credit rating and insurer financial strength rating in April 2016).

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 ESG**

Enterprise Sports Group (ESG) is a leading Singapore-based international sport marketing firm established in 2005. ESG specialises in creating and delivering effective client solutions through sports sponsorship and bespoke sporting activities. The firm also provides sports federations and rights owners strategies to help them realize the commercial potential of their rights.

### **Media Contact:**

Ms Abigail Han  
Senior Marketing Manager  
China Life Insurance (Singapore) Pte. Ltd.  
Tel: +65 6727 4837  
Email: AbigailHan@chinalife.com.sg