

NEWS RELEASE

For Immediate Release

Media enquiries:

Group Strategy & Communications

Ann Tan – Senior Manager, +6016 4639 118 / anntan@easternandoriental.com

Chee Hui Ming – Corporate Communications Executive, +6017 475 6588 / Cheehm@easternandoriental.com

Back-to-school cheer for fishermen's children

Penang, 5 December 2016 – Happiness was written all over the faces of 18 children of fishermen from the Tanjung Tokong, Gurney Drive and Tanjung Bungah Fishermen Units.

The children were all smiles as they each received their school assistance package consisting of a brand new school bag, a set of school uniform, a pair of school shoes and socks, compliments of Eastern and Oriental Berhad (E&O), at a presentation ceremony here.

The children, aged seven to 12, were the final batch for the year to benefit from the Group's yearly school necessities assistance programme.

In an earlier event, some 160 deserving students five schools within the vicinity of the Seri Tanjung Pinang development vicinity also received similar items worth RM150 each.

The students are from SK Tanjung Tokong, SJK (C) Hun Bin, SJK (T) Azad, Tadis Ar-Rasyiddin and SK Pendidikan Khas Persekutuan Pulau Pinang.

E&O Property (Penang) Sdn Bhd general manager Zawawi Yusop said E&O has been providing assistance to schoolchildren within the Tanjung Tokong area since 2013.

Apart from school necessities, E&O has also provided support for schools to conduct extra classes as well as annual events such as their sports day and school excellence day.

"We hope that our contribution makes going back-to-school an anticipated event for these young children and more importantly we hope it will motivate them to be even more committed to their studies," he said.

Tanjung Bungah assemblyman Teh Yee Cheu's assistant Carolyn Khor, who represented him to give away the items to the children, said the assistance means a lot in alleviating the parents' burden and simplifying the process of purchasing school supplies for their children.

“I hope E&O will continue with such initiatives every year. I also urge other corporate companies to provide education assistance since this is an invaluable investment for the future of all,” she said.

Housewife Ong Siwe Huang, whose children Ong Kai Yi, 10, and Shandy Ong Kai Yin, six, from SJK (C) Hu Yew Seah benefited from the programme, said E&O’s gesture of goodwill has helped her in preparing the children for their school reopening.

“Such assistance definitely helps to reduce our financial burden by a few hundred ringgit,” the 48-year-old said.

[END]

The E&O Group (东家集团)

The E&O Group (**Eastern & Oriental Berhad**) is a listed company on Bursa Malaysia that has established a reputation as the premier lifestyle property developer of exclusive addresses for the discerning.

In Kuala Lumpur, E&O’s landmark properties include **The Mews, St Mary Residences, Dua Residency, Idamansara** and **Seventy Damansara**, all located in the most prime and prestigious neighbourhoods of the capital city.

In Penang, the award-winning **Seri Tanjung Pinang** is the island’s first masterplanned seafront development that is now a highly sought-after and thriving community to locals as well as expatriates from over 20 nationalities.

In Johor’s southern development corridor of Iskandar Malaysia, E&O has embarked on **Avira**, a 207-acre wellness-themed development within Medini that has easy accessibility to the Second Link connection to Singapore.

In its expansion overseas, E&O’s international foray into real estate investment and development is focused within prime locations in London, including **Princes House** along Kingsway, **ESCA House** in Bayswater, and a commercial property in **Hammersmith**.

E&O’s leading position as a lifestyle developer is anchored by its niche in luxury hospitality derived from its namesake, the iconic **Eastern & Oriental Hotel**, a cherished heritage landmark in George Town established in 1885. Along the popular beachfront, **Lone Pine Hotel** stands as the only boutique resort on Batu Ferringhi and the Group has further leveraged on its experience and expertise in hospitality management with the opening of **E&O Residences** serviced apartments in Kuala Lumpur.

www.easternandoriental.com