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Gaining financial knowledge

Online interactive game helps students plan their goals

TURNING Point, an online interactive game by AXA AFFIN Life Insurance Berhad, came to a close recently.

However, it was not the end of the contest as the top eight ranking players had to play a "live" game with four others randomly selected on July 5 in Kuala Lumpur.

It was a moment of truth for the 12 players as it was the last time for them to play the game at a neutral venue.

A final-year student in Bachelor of Science, Physics at the University Putra Malaysia (UPM) Liew Kjin jau, 22, walked away with RM50,000 for achieving the highest score during the final

game.

"I like the Turning Point game, it's simple yet fun.

"I was excited when I became the top eight players but I didn't expect to be the grand prize winner. I intend to use the money to pay off my study loan.

"It will help me to be 'debt-free' when I graduate next year," said Liew.

The Turning Point contest is an interesting online board game to stimulate quality of lifestyle and wealth management experience.

It is based on accumulation of points. It allows the player to go through different life

phases for instance that of a young life starter to the golden years.

AXA AFFIN Life Insurance Berhad chief executive officer Vincent Kwo said he was certain the Turning Point game had created some financial planning awareness among the registered players.

"I believe the game has created a virtual experience for players to plan their finances

carefully. Creating customer engagement is one of our branding tasks.

"We want our customers to know that we are attentive to their needs and through it, we make our financial solution offers available," Kwo added.

The contest attracted more than 4,000 players and generated a total of 2,084,778 hits on the website www.myaxaplan.com.my.



It's your day: Kwo (left) presenting the mock cheque to Liew.