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## RM50,000 turning point for undergraduate

**AN** undergraduate from Universiti Putra Malaysia last week went home RM50,000 richer after winning the finale of *Turning Point* – an online interactive game hosted by AXA Affin Life Insurance Berhad.

Liew Kjin Jau, 22, achieved the highest score during the final and beat 11 others, including seven top ranking players, for the grand prize in the *Turning Point* final challenge on July 5.

It was a moment of truth for the 12 finalists as it was the final time for them to play the game at a neutral venue with everyone having similar sets of computers.

"I intend to use this money to settle my study loan and make myself debt-free when I graduate next year," said the final year student pursuing a Bachelor of Science degree in Physics.

"I like the *Turning Point* game. It is simple and yet fun. I was very excited when I became the top eight players but I did not expect to be the grand prize winner," said Liew who hails from Kedah.

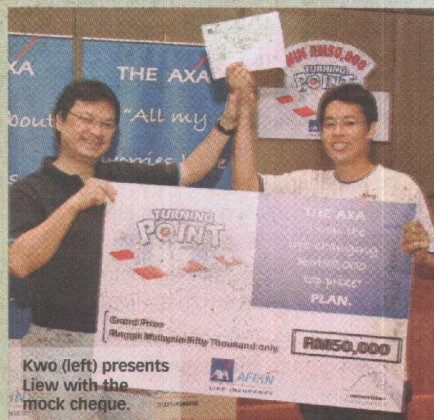
*Turning Point* is an online board game which simulates quality of lifestyle and wealth management experience.

"The objective of this game is to create awareness in financial planning as it is an important element in our everyday life and life comes with obligations as well as surprises," said AXA Affin Life Insurance Berhad CEO Vincent Kwo.

*Turning Point* which allows the players to go through different life phases from teenager and adult to old age, leaves a strong message for the players to plan well ahead of their future.

"I am certain the *Turning Point* game has created some financial planning awareness amongst the players," he said.

He added that the game had attracted a



Kwo (left) presents Liew with the mock cheque.

good mix of market segment and because of the medium of communication via Internet, 77% of the players were from the younger target audience.

"We categorised them under the life starter group aged 21 to 35 and according to our recent AXA Retirement Scoope 2008 and AXA Life Outlook Index 2007, statistics revealed that this group of consumers only start to plan for retirement at the age of 41," said Kwo.

"I believe *Turning Point* game has contributed to the industry by creating 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 available," he added.

The contest attracted more than 4,000 registered players and generated a total number of 2,084,778 hits on the website [www.myaxaplan.com.my](http://www.myaxaplan.com.my).