



Press Release

For Immediate Release

ReU Living Receives Acclaim at the 11th Asia Pacific Eldercare Innovation Awards

Kuala Lumpur, 7 June 2023 – ReU Living Sdn Bhd (ReU Living), the leading Retirement and Recovery Centre in Kuala Lumpur, is proud to announce its resounding success at the prestigious 11th Asia Pacific Eldercare Innovation Awards held on 25th May 2023 in Marina Bay Sands, Singapore. The company garnered two remarkable awards, solidifying its position as a trailblazer in the industry.

The 11th Asia Pacific Eldercare Innovation Awards was held at the finale of the Ageing Asia 2023 – World Ageing Festival (14th Edition). Since its inception in 2013, the award has been providing an annual recognition to organisations in Asia Pacific countries that demonstrate eldercare innovation in their business, operational and service models to change the way seniors age.

ReU Living was honoured with the coveted Operator of The Year – Assisted Living award, recognising its contributions to improving the lives of seniors and being placed ahead of models in Australia and Singapore. The accolade acknowledges ReU Living as the best operator that enables older persons who need assistance with daily living, supporting them to live as independently as possible.

Adding to the celebration, ReU Living's CEO, Anna Chew was presented with the Global Ageing Trailblazer Award. This prestigious recognition celebrates leaders who have demonstrated exceptional multi-disciplinary leadership in ageing that inspires change in their home country. The move from residential homes to creating products that are larger in scale and accessible to the Muslim market, with a focus on quality and luxury is Anna Chew's signature. Her dedication, innovation and leadership have made a profound impact on the lives of seniors and their families in Malaysia and have modernised and changed the face of the eldercare industry in Malaysia forever. ReU Living is now the standard of care.

Speaking about the awards, Anna Chew expressed her gratitude and excitement, stating, "We are immensely honoured and humbled to be recognised by Ageing Asia in this year's World Ageing Festival. These prestigious awards are a testament to our commitment to providing seniors with Quality of Life by creating a nurturing environment where our residents can thrive. I am very grateful to our team, whose passion and tireless efforts have made these accolades possible."

ReU Living will continue to revolutionise the senior living industry with its innovative approach, commitment to excellence and person-centred care. Through holistic programmes and advanced facilities, ReU Living sets new benchmarks to improve senior living experiences.

*****END*****

Captions

AA1: Dr The Honourable Lam Ching-choi, SBS, JP, Member of the Executive Council, Hong Kong Special Administrative Region handed over the Global Ageing Trailblazer Award to Anna Chew.

AA2: Anna Chew (5th from the left) together with other award winners at the Ageing Asia 2023 World Ageing Festival.

**Media Contact:**

Cheryl Sim
Group Corporate Communications
018-9886533
Cheryl.sim@igbbhd.com

About ReU Living

ReU Living is a joint-venture between Tan & Tan Developments Berhad and Meaningfull Life Sdn Bhd. The name ReU (pronounced Re-You) is derived from the combination of the word Re and You. ReU Living's specialisation is in post-operative care for orthopaedics, stroke recovery, cancer care as well as senior strengthening and mobility. ReU Living supports that with its network of specialists which includes DBC's state-of-the-art in-house physio centre along with its panel of specialists; doctors (geriatric), speech therapists, dieticians, TCM doctors, counsellors and more.