

GREAT Bundle of Joy 2026 Promotion Terms & Conditions

1. The GREAT Bundle of Joy 2026 Promotion (“Promotion”) is organised by The Great Eastern Life Assurance Company Limited (“Great Eastern”) and is open to individuals who are expecting or have given birth from 1 January 2026 to 31 December 2026 (both dates inclusive) (“Qualifying Period”).
2. Registration for the Promotion is open to individuals who are Singapore Citizens, Singapore Permanent Residents or foreigners residing in Singapore with a valid Singapore mailing address and employment pass or work permit.
3. Applicants must fulfil all the mechanics as set out in these terms and conditions during the Qualifying Period to qualify for the Promotion (each an “Eligible Applicant”, collectively “Eligible Applicants”).
 - Both parents must complete the Promotion online registration form found at (<http://go.greateasternlife.com/gboj>) with their personal particulars as set out in the form. Details of both parents are required to ensure that there is no duplicate registration for each newborn.
 - Check the “Agree to all” box in the online registration form to indicate consent by both parents for the collection, use and disclosure of their personal data for purposes related to the Promotion as well as to receive marketing advertising and promotional information from Great Eastern. The personal data required includes the personal data of the spouse, the parent who has indicated himself/herself as the main applicant on the online registration form declares that the personal data pertaining to his/her spouse is true and correct and that his/her spouse is aware of and consents to Great Eastern and their authorised service providers processing her/his personal data for the purposes stated herein.
 - Applicants must ensure that their particulars registered are true, complete and accurate in all respects, and that Great Eastern may rely on the information provided in the registration form to contact them for the stated purposes including those described in Great Eastern’s privacy statement (For example, at registration, the applicants must provide their respective registered mobile numbers and valid email addresses which may be used by Great Eastern for the purpose of sending details of promotion(s)).
 - Each Applicant can only register once for the Promotion. If an applicant submits more than one registration form, only the first duly completed registration form received by Great Eastern will qualify.

SECTION A: Complimentary gifts (each item a “Gift”, collectively known as “Gifts”):

4. Eligible Applicants will be notified via email within two (2) weeks from the date of their registration to participate in the Promotion. The email containing a link to the webpage with details on how the Gifts can be redeemed (“Redemption Web Page”) will be sent to the main applicant’s email address as indicated in the online registration form.
5. Gifts with a one-time promo code will be redeemable via the Great Eastern Rewards App. The main applicant is required to download the Great Eastern Rewards application (“Great Eastern Rewards App”) and register for an account using the same email address provided during registration. The promo code can be found under the “voucher” tab in the Great Eastern Rewards App.
6. Great Eastern may replace, withdraw, or add a Gift at any time without notice or liability. Gifts cannot be converted into cash.

7. Eligible Applicants will be entitled to the following:

Complimentary Gift	Quantity/Duration	Information on items and redemption process
BEABA Evoluclip 3-in1 Training Cup (5oz)	One (1)	The BEABA Evoluclip 3-in-1 Training Cup (5oz) is not guaranteed. Each Eligible Applicant is only entitled to one BEABA Evoluclip 3-in-1 Training Cup (5oz), which may be redeemed after meeting up with a Great Eastern financial representative for a financial planning session. Redemption is on a first-come-first-served basis and while stocks last. No exchanges are allowed.
6-month Personal Accident Protection Plans for the baby/newborn and Parents – please refer to clause 8 for further information.	Six (6) months	<p>If the main applicant has registered for the promotion after the baby’s date of birth, Great Eastern will provide the Protection Plan to both parents and the baby for a term of 6 months, provided that the registration for the Promotion is within 3 months from the date of birth of the baby. If the application is approved, coverage for baby and parent will begin the day after registration. Babies above 3 months old are not eligible for the free 6-month Personal Accident Protection Plan coverage for new-born babies.</p> <p>If the main applicant has registered for the promotion before the baby is born, the parents’ Protection Plan coverage will commence the day after registration. The baby’s Protection Plan coverage will commence on the baby’s date of birth.</p> <p>The Personal Accident Protection Plan coverage includes:</p> <p>Coverage for insured newborn:</p> <ul style="list-style-type: none"> • S\$20,000 accidental death benefit. • S\$100 hospitalisation allowance per day if due to an accident or hand, foot and mouth disease or food poisoning, up to a maximum of 10 days. • Up to S\$1,000 per accident, for reimbursement of medical expenses due to the accident. (Sub-limit up to S\$500 for Food Poisoning.) • Up to S\$500 per accident for reimbursement of ambulance transportation fees incurred due to an accident. Coverage for each insured mother or insured father: • S\$20,000 accidental death benefit each per insured mother or insured father. <p>For details on definitions, coverage, and exclusions, please refer to the Certificate of Insurance which will be emailed to the email address provided by the main applicant at the point of registration.</p>

<p>Free home-based baby vaccination programme by Salus Medical</p>	<p>One (1) booking per baby</p>	<ul style="list-style-type: none"> • Registration for the home-based baby vaccination programme will be arranged directly by the parent(s) of the child and the appointed service partner, Salus Medical. • Registration booking must be done at the Salus Medical website (https://www.salusmedical.co/greatbundle-of-joy-maternity) and clinic staff will contact the registered parent to confirm details and the medical appointment. • Parent(s) will have to provide their Great Eastern preferred rep's email address or mobile number during the appointment booking to allow Salus Medical staff to update the Great Eastern preferred rep of any appointment updates. • The series of vaccinations offered for the home-based baby vaccination program will be in accordance with those stipulated in the Ministry of Health's (MOH) National Childhood Immunisation Schedule. This also includes child developmental screening at recommended milestones. • Please read the full T&Cs of the home baby vaccination programme at: (http://go.greateasternlife.com/gboj).
<p>Bloom & Grow ("Baby Central") Promo Code</p>	<p>One (1)</p>	<ul style="list-style-type: none"> • 20% off a minimum S\$30 purchase on the Baby Central's platform (https://baby-central.com.sg). • A promo code for a one-time transaction will be issued to the main applicants' accounts on the Great Eastern Rewards App. • Brand exclusions apply. The promo code cannot be used with other discount vouchers. • The promo code is valid till 31 March 2027, 23:59 hours or till the codes are fully utilised, whichever is earlier. • Each promo code is only valid for one usage per Baby Central account. • Only one promo code can be used for each transaction made on (https://baby-central.com.sg). • Promo codes are not exchangeable or refundable for cash or other goods and services. • Additional charges, service fees and minimum net purchase amount for free home delivery may be required and may differ for promotional periods and will be in accordance with that stated on Baby Central's website. • Baby Central reserves the right to vary/amend the privileges or terms and conditions of this Promotion without prior notice.

<p>Little Bearnie Promo Code</p>	<p>One (1)</p>	<ul style="list-style-type: none"> • 15% off a minimum S\$50 purchase via Little Bearnie's e-store (www.littlebearnie.com). A promo code for a one-time transaction will be issued to the main applicants' accounts on the Great Eastern Rewards App. • The promo code is valid till 31 March 2027, 23:59 hours or till the codes are fully utilised, whichever is earlier. • Each promo code is only valid for one usage per Little Bearnie account. • Promo codes cannot be used on sale items and in conjunction with other promotions, coupons or vouchers. • Please visit Little Bearnie's website for more details. Additional charges, service fees and minimum net purchase amount for free home delivery may be required and may differ for promotional periods and will be in accordance with that stated on Little Bearnie's website. • Promo codes are not exchangeable or refundable for cash or other goods and services. • The promo code must be added before cart out. Promo codes cannot be applied after checkout, and cancellations will not be allowed if the promo code was not added before cart out. • Little Bearnie reserves the right to vary/amend the privileges or terms and conditions of this Promotion without prior notice.
<p>Le Petit Society Promo Code</p>	<p>One (1)</p>	<ul style="list-style-type: none"> • 10% off a minimum S\$60 purchase in Le Petit Society's stores (Paragon, Jewel Changi Airport, Resorts World Sentosa, Downtown Gallery). • The promotion cannot be used on gift cards, Jellycat, non-Le Petit Society products such as Brio/OMY/Books, and sale items. • The promotion cannot be combined with other discounts, offers, promotions, vouchers or special prices. • The promotion is not applicable to existing Le Petit Society's VIP members. • The promotion is valid till 31 March 2027, during Le Petit Society's stores' operating hours. • The promotion is only valid for one-time use per Le Petit Society's account. • The promotion can only be used for the first transaction made in Le Petit Society's stores (Paragon, Jewel Changi Airport, Resorts World Sentosa, Downtown Gallery). • The promotion is not exchangeable or refundable for cash or other goods and services.

		<ul style="list-style-type: none"> To utilize the promotion in Le Petit Society's stores (Paragon, Jewel Changi Airport, Resorts World Sentosa, Downtown Gallery), the main applicant is required to present the promotion via the Great Eastern Rewards app, to Le Petit Society's retail staff. Additional charges, service fees and minimum net purchase amount for free home delivery may be required and may differ for promotional periods and will be in accordance with that stated on Le Petit Society's marketing materials. Le Petit Society reserves the right to vary/amend the privileges or terms and conditions of this Promotion without prior notice.
<p>Motherswork Promo Code and Membership</p>	<p>One (1)</p>	<ul style="list-style-type: none"> 1-year VIP Membership following the purchase of at least one item from the Motherswork's website (https://www.motherswork.com.sg). Upon making the first purchase via Motherswork's website (https://www.motherswork.com.sg), the Main Applicant will first be a Normal Member of Motherswork. The VIP membership status will be processed within seven (7) working days from the date of purchase. The Main Applicant will also receive a welcome promo code for a one-time transaction in their Motherswork account after successfully signing up via the Motherswork Sign Up Form. Promo code mechanics: 10% off a minimum S\$60 purchase via Motherswork's website (https://www.motherswork.com.sg) applies to selected regular-priced items only and excludes price-controlled brands such as: Stokke, Jellycat, Bugaboo, Elvie, Hegen, Food, Milk Formulas, Mustela, Cybex and Wildride (subject to changes). Each promo code shall only be valid for one usage per Motherswork account. Additional charges, service fees and minimum net purchase amount for free home delivery may be required and may differ for promotional periods and will be in accordance with that stated on Motherswork's website. Redemption of promo code is applicable only for purchases made on Motherswork's website (https://www.motherswork.com.sg) upon login and for home delivery only. A promo code for a one-time transaction will be issued to your account on the Great Eastern Rewards App. The promo code is valid till 31 March 2027, 23:59 hours or till the codes are fully utilised, whichever is earlier.

		<ul style="list-style-type: none"> Motherswork reserves the right to vary/amend the privileges or terms and conditions of this Promotion without prior notice.
PopoMama Promo Code	One (1)	<ul style="list-style-type: none"> Enjoy 10% off the Period Starter Set and receive a complimentary Red Date Travel Pack with purchase via PopoMama's e-store (https://www.popomama.com.sg). A promo code for a one-time transaction will be issued to the main applicants' accounts on the Great Eastern Rewards App. The promo code is valid till 31 March 2027, 23:59 hours or till the codes are fully utilised, whichever is earlier. Each promo code is only valid for one usage per PopoMama's account. Promo codes cannot be used on sale items and in conjunction with other promotions, coupons or vouchers. Please visit PopoMama's website for more details. Additional charges, service fees and minimum net purchase amount for free home delivery may be required and may differ for promotional periods and will be in accordance with that stated on PopoMama's website. Promo codes are not exchangeable or refundable for cash or other goods and services. PopoMama reserves the right to vary/amend the privileges or terms and conditions of this Promotion without prior notice.

Personal Accident Protection Plans for the baby and parents

8. The baby, expecting mother/mother and expecting father/father (where applicable) will be entitled to a complimentary Personal Accident Protection Plan for six (6) months ("Protection Plan") if:
- The main applicant completes and submits the online registration form at (<http://go.greateasternlife.com/gboj>).
 - The registration form must be completed by the parents of the newborn.
 - The minimum attained entry age of the Protection Plan for the expecting mother/mother and expecting father/father is 19 years old (age next birthday).
 - The maximum attained entry age of the Protection Plan for the expecting mother/mother and expecting father/father is 56 years old (age next birthday).
 - For registrations that are done before the baby is born, the parents' Protection Plan will commence the day after registration for the Promotion. The baby's Protection Plan coverage will commence on the baby's date of birth.
 - For registrations done after the baby is born, the baby's details must be submitted via the online registration form to Great Eastern as set out above, within three (3) months of the baby's date of birth for the baby to be covered under the Protection Plan. The Protection Plan for the baby and the parent(s) will begin the day after registration.

- The baby is not eligible for the Protection Plan if the main applicant does not register for the Promotion within three (3) months of the baby's date of birth. (Example: Baby's date of birth is 01 January 2026, registration for the Promotion must be done by 31 March 2026. The parents will still be eligible for the Protection Plan if they meet the minimum and maximum attained entry age set out above but the baby is ineligible for coverage).
 - The "Effective Date" of the Protection Plan for the parents and the baby, will be stated in the Certificate(s) of Insurance issued by Great Eastern which will commence on the 1st of the following month from the application date and the Protection Plan shall expire six (6) months from the "Effective Date" stated therein.
 - The Protection Plan for parents is applicable to Singapore Citizens, Singapore Permanent Residents or Foreigners residing in Singapore with a valid Singapore mailing address and employment pass or work permit.
 - The baby's Protection Plan is applicable only to babies who are born in Singapore.
 - The details of both the main applicant and the spouse/secondary applicant, and specific details on the parents' Protection Plan will be stated in one Certificate of Insurance issued by Great Eastern Life Assurance for both parents.
 - The e-Certificate of Insurance for the Protection Plans will be emailed to the registered parent(s) designated email address.
9. No insurer shall be deemed to provide cover and no insurer shall be liable to pay any claim or provide any benefit hereunder to the extent that the provision of such cover, payment of such claim or provision of such benefit may, in the insurer's opinion, expose that insurer to the risk of or result in any breach or violation of, or non-compliance with, any sanction, prohibition, restriction or regulations imposed now and from time to time by any state or transnational organisation including but not limited to the United States of America, the United Nations, the European Union, the United Kingdom, the Republic of Singapore and any state or country where the insurer or its related entity carries on business ("Sanctions"). If the Life Insured, beneficial owner (if applicable), beneficiary, payee or affiliate of any of the foregoing (collectively the "Insured") is designated or listed as a person subject to Sanctions ("Restricted Party") or has any involvement whatsoever with any Restricted Party, whether directly or indirectly, or has been charged, or convicted or has had judgment taken against them under any local or foreign law or regulations implementing any Sanctions, the insurer shall be entitled, in its sole discretion and without incurring any liability whatsoever, to exercise any one or more of the following rights and/or remedies against the Insured, namely (i) cancel, terminate, void and/or nullify any policy contract, transaction or business; (ii) withhold and/or suspend any payment, transfer and/or receipt of any money, refund or benefit; (iii) decline and/or refuse any transaction or request; and/or (iv) take or refrain from taking any step or action necessary to eliminate, reduce or minimise the risk of any breach or violation of any Sanctions or exposure to any Sanctions. The Insured shall indemnify the insurer and hold the insurer harmless from and against any and all losses, damages, costs and/or expenses suffered and/or incurred by the insurer, including but not limited to legal costs and attorney's fees.

General

10. The decision of Great Eastern on all matters relating to the Promotion shall be final and binding on all customers.
11. Great Eastern may vary these terms and conditions or suspend or terminate the Promotion without any notice or liability to any party.
12. Great Eastern may replace, withdraw or add Gifts at any time without notice or liability. Gifts cannot be converted to cash.

13. In the event of any inconsistency between these terms and conditions and any advertising, publicity, brochure, marketing or other materials relating to or in connection with this Promotion, these terms and conditions shall prevail.
14. If any term or condition of the Promotion is held to be illegal or unenforceable, such term or provision shall be deemed to be deleted from the terms and conditions and the validity or enforceability of the remainder of the terms and conditions shall remain in full force and effect. Great Eastern and the Campaign Organisers failure to enforce at any time the provisions of the terms and conditions or any rights in respect thereto shall in no way be considered to be a waiver of such provisions, rights, or elections or in any way affect the validity of the terms and conditions.
15. Great Eastern makes no representation to the quality or performance of the Gifts provided by the merchants/ vendors in connection with the Promotion. The applicants acknowledge and accept that use of certain Gifts are subject to the terms and conditions of the relevant merchant providing the Gift. All issues regarding use of a Gift shall be directed to the relevant merchant and not to Great Eastern.
16. Great Eastern will not be responsible for any injuries, loss, claim or damage suffered or incurred in connection with the Promotion, the Gifts and/or any notices, letters or correspondence lost, stolen or misdirected in the postal system or telecommunication system, and the consequences arising from the non-receipt of such communication.
17. By participating in this Promotion, the applicants agree to release and hold Great Eastern harmless from any and all liability whatsoever for any injuries, losses or damages of any kind to any person or property arising from or in connection with, either directly or indirectly:
 - the awarding, acceptance, receipt, possession, use or misuse of any Gift or parts thereof awarded pursuant to the Promotion; and
 - the participation in the Promotion or any Gift-related activities.
18. Notwithstanding anything herein, Great Eastern has the absolute discretion to determine the eligibility of any person to participate in the Promotion.
19. If Great Eastern subsequently determines that a person is in fact not eligible, for any reason whatsoever, Great Eastern may at its discretion, disqualify the applicant and clawback/cancel any or all of the Gifts without prior notice.
20. By participating in the Promotion, each applicant agrees and consents to Great Eastern and its related corporations (collectively, the “Companies”), as well as their respective representatives, agents, authorised service providers and relevant third parties (the Companies and all the other foregoing parties, collectively, “Great Eastern Persons”), collecting, using and/or disclosing each applicant’s personal data, for purposes reasonably required by the Companies to administer the Promotion and such other purposes as described in Great Eastern’s Privacy Statement which is accessible from Great Eastern’s website, which each applicant confirms he/she has read and understood.
21. Each applicant’s consents herein supplement but do not supersede nor replace any other consents they may have previously provided to Great Eastern Persons, and their consents herein are cumulative and additional to any rights which any of the Great Eastern Persons may have to collect, use, and/or disclose of that applicant’s Personal Data, with or without that applicant’s consent, to the extent permitted under applicable law.
22. In addition, where personal data of any person is disclosed by an applicant, the applicant further confirms and represents that they have obtained the consent of the individual concerned for the Purposes, unless such consent is not required under applicable laws: (i) to collect such personal data; (ii) for the disclosure of such personal data to the Great Eastern Persons; and (iii) for the Great Eastern Persons’ collection, use and/or disclosure of such personal data.
23. The terms and conditions of the Promotion shall be governed by and interpreted in accordance with Singapore law. The courts of Singapore shall have exclusive jurisdiction over any disputes arising from the terms and conditions, including the validity and enforceability thereof.

Information correct as of 5 March 2026.