

MEDIA RELEASE

Great Eastern Launches Great Eastern Cares in Celebration of its 110th Anniversary

Singapore, 31 March 2018 – In celebration of its 110th anniversary this year, Great Eastern launched Great Eastern Cares today in the presence of President Halimah Yacob, Minister Grace Fu and a 19,000-strong crowd at the National Stadium.

Great Eastern Cares will lend greater focus to the company's Corporate Social Responsibility (CSR) efforts and programmes to promote active volunteerism and caring for the community among its 3,800 staff and 23,000-strong agency force across the Group.

Today's Great Eastern Community Shield event was the first of a series of major CSR initiatives lined up for this year. The company leveraged the Shield to raise \$169,085 from its corporate partners, staff and agency force for the Straits Times School Pocket Money Fund (STSPMF) which supports 14,000 needy school children.

To symbolically launch Great Eastern Cares, some 450 from the Great Eastern family, business partners, STSPMF beneficiaries and members from community football clubs came together to form a "community 110" formation at the National Stadium amidst rousing cheers from the crowd.

This afternoon, Great Eastern volunteers befriended and hosted over 300 beneficiaries and family members from the Straits Times School Pocket Money Fund (STSPMF) to an exciting afternoon at the GREAT 110 Football Fiesta. The highlight was the GREAT 110 Kids Football Tournament where 110 children, including beneficiaries from STSPMF, had a great time in the friendly competition. They were treated to a thrilling match later that evening between Albirex Niigata FC and Tampines Rovers FC.

Commented Khor Hock Seng, Group Chief Executive Officer, Great Eastern Holdings, "Great Eastern has a longstanding tradition of giving back to the community. We are committed to empowering the community to live healthier and better. We believe in making a positive difference in the communities we work in and adding value to the lives around us.

As we celebrate our 110th anniversary this year, it is timely for us to reinforce our commitment to continue our tradition of making a meaningful difference in the community.

We are off to a great start with Great Eastern Cares. A key focus is to encourage greater active volunteerism among our staff and agency force, and today is an excellent example of this.

In the next few months, we will be creating more opportunities and rolling out more CSR initiatives across the Group for our staff and agency force to volunteer their time and talent to support worthy causes.

As a responsible corporate citizen and a market leader, we would like to encourage and inspire individuals as well as companies to join us in our efforts to go the extra mile for the good and betterment of society.”

To further commemorate Great Eastern’s 110th anniversary, Great Eastern General Insurance offered fans at the Stadium an exclusive 50% off its travel plan TravelE@sy. In addition, the first 110 customers to purchase the plan will receive a one-year complimentary HomeGR8 insurance plan.

About Great Eastern

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$84.6 billion in assets and over 4 million policyholders, it has three successful distribution channels – a tied agency force, bancassurance, and a financial advisory firm, Great Eastern Financial Advisers. The Group also operates in Indonesia and Brunei and has a presence in China as well as a representative office in Myanmar.

It was named Life Insurance Company of the Year at the Asia Insurance Industry Awards in 2011 and 2013 by Asia Insurance Review. The Great Eastern Life Assurance Company Limited and Great Eastern General Limited have been assigned the financial strength and counterparty credit ratings of "AA-" by Standard and Poor's since 2010, one of the highest among Asian life insurance companies. Great Eastern's asset management subsidiary, Lion Global Investors Limited, is one of the largest private sector asset management companies in Southeast Asia.

Great Eastern is a subsidiary of OCBC Bank, the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating from Moody's. Recognised for its financial strength and stability, OCBC Bank is consistently ranked among the World's Top 50 Safest Banks by Global Finance and has been named Best Managed Bank in Singapore and the Asia Pacific by The Asian Banker.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has more than 600 branches and representative offices in 18 countries and regions. These include over 330 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 100 branches and offices in Hong Kong, China and Macao under OCBC Wing Hang.

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