

MEDIA RELEASE

Great Eastern Launches GETGREAT and UPGREAT

Industry-first platforms to empower and reward healthier and better living
Digital push to make insurance an enjoyable, everyday experience

Singapore, 17 April 2018 – At a media preview today, Great Eastern launched GETGREAT and UPGREAT, two exciting digital platforms with industry-first features to empower and reward customers and the community to live healthier and better.

Both platforms will be available to all members of the public, with Great Eastern customers enjoying additional tiered-up benefits and rewards.

GETGREAT

Changing age-old habits is not easy to achieve on one's own without support. Leveraging on insights from the nudge theory, subtle social nudges are needed for changes to be achievable and sustainable.

GETGREAT is the first-of-its-kind wellness platform with a wellness coach, GERI, powered by artificial intelligence, which offers personalised coaching 24/7 to nudge users towards their personal wellness goals.

Additional nudges include special wellness challenges which users can participate in to earn more points for better benefits and rewards as well as wellness programmes which they can choose the level of difficulty – Lite, Intermediate and Turbo.

They can also invite family and friends, as well as exercise with a buddy and form social groups to motivate one another on their wellness journey.

GETGREAT is the latest addition to Great Eastern's Live Great Programme to deliver on our brand promise to our customers to help them live healthier, better and longer.

UPGREAT

In today's fast paced world, it is challenging to keep track of multiple loyalty benefits and rewards.

UPGREAT provides a single mobile platform where customers can seamlessly enjoy all their loyalty benefits and rewards digitally anywhere, any time.

In yet another first by an insurer in the region, UPGREAT allows the user to transfer rewards and benefits seamlessly to family and friends.

Commented Ryan Cheong, Managing Director, Strategy and Transformation, Great Eastern, "Our aim is to make insurance an enjoyable, everyday experience. Great Eastern is the industry pioneer in championing health and wellness through our innovative Live Great Programme and the programme has achieved tremendous success.

With the launch of GETGREAT and UPGREAT, we are adding new dimensions in building relationships with our customers beyond just insurance to exciting everyday interactions and experiences. Designed with the user first in mind, the platforms can be downloaded easily from Apple App Stores and Google Play for free and available to everyone.

GETGREAT is designed to help users to achieve their health and wellness outcomes. We recognise that maintaining good health is important to many Singaporeans. As a market leader and Singaporeans' preferred insurer, our purpose is to help the community at large with their financial, protection and wellness needs.

This is just the start. We are delighted to have key partners like Samsung, Qoo10, and Trip.com, who share our aspirations. In the coming months, we will be enhancing and enriching the features for both GETGREAT and UPGREAT."

Please refer to Annex A for GETGREAT Monthly Challenges and Annex B for UPGREAT Rewards, Deals and Merchants.

About Great Eastern

A market leader and a well-established trusted brand in Singapore and Malaysia, Great Eastern was founded in 1908 and celebrates its 110th anniversary this year. 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.

For more information, please contact:

Tan Seck Geok
Head, Group Brand and Communications
Tel: (65) 6248 2215 / 9138 2660
Email: tanseckgeok@greateasternlife.com

Crystal Chan
AVP, Group Brand and Communications
Tel: (65) 6248 2056 / 9646 6361
Email: crystalchanh@greateasternlife.com

Annex A

Get Going, Get Healthy, GETGREAT

1. GETGREAT Monthly Challenge

- Stay Healthy and Win Points.
- Get Rewarded every month.
- Redeem \$10 Voucher with 1000 points or \$5 rewards with 500 points.

Points Table

Points Earning Activity	Points Earn
8k steps daily	20
>50,000 steps in a week	50
Weekly weigh it up	10
Special Event	Up to 200

Rewards Table

Vouchers	Points for redemption
\$5 voucher	500
\$10 Voucher	1000

2. Special Challenge Bonus

GERI will issue a special challenge and if completed, the member can enjoy special bonus points.

3. Health & Wellness

Have a question? GERI, your health & wellness AI-hybrid buddy who is with you every step of the way will help you.

4. Special Events

Special events and challenges to earn additional points to bring you a step closer to your rewards will be introduced periodically.

5. Promotions

A chance to win bonus prizes at our events and more.

Annex B

UPGREAT

1. Rewards, Deals and Merchants

- Various privileges and benefits exclusive for UPGREAT members.
Over 135 participating outlets include Samsung, Krispy Kreme, Nanyang Optical, Made Real, Yole, Al Futtaim Retail Group, Cat & the Fiddle, Woobee, Hello Kitty Orchid Garden to name a few
- In addition, online key partners such as Qoo10, Trip.com will be providing exclusive offers to UPGREAT members.

2. All in One Loyalty Feature

- To help our customers participating in various loyalty programmes, we have provided a platform for them to aggregate these programmes into a single platform where they have ready access.
- These programmes include loyalty stamps that drive recency and frequency with our key partners.
- Some examples include Woobee and Krispy Kreme.

3. Daily Bonus (Shake & Win Game)

- Attractive prizes with our daily “Shake and Win” where customers can win vouchers supported by our key partners

4. Welcome Gift on Sign Up

- \$1 donut from Krispy Kreme (RRP : \$2.95)
- \$1 Upsized coffee from Five Square (exclusive privilege for UPGREAT only)
- Specially for Great Eastern Staff & Agents only:
Health Screen Package worth \$88 from Healthway Medical.