

## **MEDIA RELEASE**

For Immediate Release

### **GREAT EASTERN LIFE ANNOUNCES SPONSORSHIP OF “ASIA’S GOT TALENT” IN MALAYSIA**

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**Kuala Lumpur, Malaysia (30 January 2015)** – Great Eastern Life announced today its partnership with AXN (Astro channel 701 and in HD on channel 721) to present the inaugural season of “Asia’s Got Talent” in Malaysia.

Set to premiere first on AXN on 12 March 2015, airing on Thursdays at 8.05pm, “Asia’s Got Talent” is billed as the biggest talent competition in the world, featuring some of the region’s most incredible performing artists competing for the coveted title.

Nicholas Kua, Chief Marketing Officer, Great Eastern Life said, “Asia’s Got Talent” is a good platform for us to reach out to Malaysians to ignite their passion to LIVE GREAT. We hope the diversity of the talents showcased and the perseverance of the various individuals in striving for their dream will inspire Malaysians to Live Great”.

Ang Hui Keng, Senior Vice President and General Manager, Sony Pictures Television Networks, Asia (SPT) said, “As the leading general English entertainment channel in Malaysia, AXN is pleased to partner with Great Eastern Life, the largest life insurance company in Malaysia to thrill viewers with our latest, localized production, ‘Asia’s Got Talent’.”

The “Asia’s Got Talent” celebrity judging panel is made up of 16 time Grammy-winning Canadian musician David Foster, UK pop sensation and former Spice Girl Melanie C., Indonesian rock icon Anggun and Taiwanese-American pop idol and actor Van Ness Wu.

Officially launching “Asia’s Got Talent”, the judges met with 500 members of the media, sponsors and partners for the first time at a showcase held at Marina Bay Sands on 27 January in Singapore. At the event, Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) was unveiled as AXN’s partner for “Asia’s Got Talent” in Malaysia.

From thousands of applicants from 15 territories across Asia, the four judges must select the most jaw-dropping, mind-blowing and breath-taking performances. Those who advance to the semi-finals will face an even tougher judge, the AXN audience at home who will decide the winner of the first season of “Asia’s Got Talent”.

Adding to the excitement, the semi-finals and finale will be held at Marina Bay Sands. Prizes worth up to US\$100,000 are at stake, along with the opportunity for the winner to return and perform at Asia's leading entertainment destination.

AXN is a leader of regionally produced original content in Asia, with notable ratings successes including four seasons of the International Emmy-nominated "The Amazing Race Asia"; the Asian Television Award-winning "Cash Cab Asia"; "The Apprentice Asia"; "Cyril: Rio Magic"; "Cyril's Family Vacation: Hawaii Edition"; and the Asian Television Award-nominated "Cyril: Simply Magic".

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#### **ABOUT GREAT EASTERN LIFE ASSURANCE (MALAYSIA) BERHAD**

Great Eastern Life began its operations in 1908 as a branch office of The Great Eastern Life Assurance Company Limited. The Malaysian operations were subsequently transferred to a locally incorporated public company, Great Eastern Life Assurance (Malaysia) Berhad under the Scheme of Transfer of Business. The Company was certified by The Malaysia Book of Records in 1998 as "The Oldest and Largest Life Insurer" in Malaysia.

With more than a century of experience and solid financial foundation, Great Eastern Life has RM63.5 billion in assets, over 2.9 million policies in force and a network of 17,000 agents nationwide as at 31 December 2013. To date, Great Eastern Life has 21 operational branch offices and products include life insurance plans, investment-linked plans, mortgage protection, business protection, employee benefits, medical insurance and group health benefit schemes. Great Eastern Life Assurance (Malaysia) Berhad is a wholly-owned subsidiary of Great Eastern Holdings Limited (GEH) and its ultimate holding company is Oversea-Chinese Banking Corporation Limited (OCBC).

#### **ABOUT GREAT EASTERN HOLDINGS LIMITED**

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$61.8 billion in assets and around 4.7 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, Vietnam and Brunei and has a joint venture 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 has 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 second largest financial services group in Southeast Asia by assets. It is one of the world's most highly-rated banks, with an "Aa1" rating from Moody's. It is also ranked by Bloomberg Markets as the World's strongest bank in 2011 and 2012. OCBC Bank's key markets are Singapore, Malaysia, Indonesia, and Greater China. It has a network of over 450 branches and representative offices in 15 countries and territories, including about 330 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

For more information, please visit [greateasternlife.com](http://greateasternlife.com)

### **ABOUT SONY PICTURES TELEVISION NETWORKS, ASIA**

Sony Pictures Television Networks, Asia was established in 1997 with Singapore as the Asian headquarters of Sony Pictures Television's networks business. It operates six ad-supported 24/7 channels which are wholly-owned by Sony Pictures Entertainment. AXN is the home of thrilling entertainment; beTV is the place to be for the best of TV; Sony Channel is the premier destination for female-skewing Hollywood entertainment; Animax offers anime for all; ONE is powered by prime and current South Korean entertainment content; and GEM serves up star-studded and popular general entertainment programming from China, Hong Kong, Taiwan and South Korea.

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