

MEDIA RELEASE

For Immediate Release

**Superstar ME in association with Asia's Got Talent
– Discovering GREAT Talents**
Local celebrities in search for homegrown superstars

Kuala Lumpur, 9 March 2015 – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) today announced its initiative at its Head Office in Jalan Ampang to unearth homegrown talents through Great Eastern Life Superstar ME in association with Asia's Got Talent. This contest is a local drive that allows Malaysians to live up to their dreams and ignite their passion to LIVE GREAT.

As the sole Malaysian sponsor for Asia's Got Talent, Great Eastern Life created this contest as a platform for Malaysians to showcase their talents. Superstar ME will be held at three major cities in Malaysia; Johor Bahru, Klang Valley and Penang. The audition for semi-final and final in Johor Bahru will take place at JB City Square on 27-28 March 2015. Whereas the Klang Valley audition for semi-final and final will be held on 4-5 April 2015 at Sunway Pyramid and Penang's semi-final audition and final will take place on 11-12 April 2015 at Gurney Plaza. The auditions are divided into online registration and college road tour.

During the event, Dato' Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern Life said, "Great Eastern Life is very proud to be the sole Malaysian sponsor for Asia's Got Talent."

He added, "As a LIFE Company, Great Eastern Life wants to encourage everyone to live life to the fullest in their pursuit to live healthier, better and longer with great physical health and mental wellness." Superstar ME provides the opportunity to Malaysians to strive for their dreams and LIVE GREAT.

The event also witnessed the unveiling of three celebrity judges who are given the responsibility to inspire Malaysians to showcase their talents in realising their dreams.

The three judges are Ning Baizura, renowned actress and singer with more than 20 years in the entertainment industry; Henley Hii, singer, songwriter and actor as well as the winner of Project Superstar Season 2; and Poova Plachciak, a powerhouse singer and recently awarded Best New Artiste for Anugerah Industri Muzik 2014.

One of the judges, Henley Hii said, “We are looking for something original, something that demands attention and something we have never seen before. Great Eastern Life’s Superstar ME is a platform for the talents to show what they are made of and what they are born to do.”

Known for her beautiful voice, Ning has a different opinion when it comes to judging the talents. According to her, “I will be a more critical judge and will focus on the technical parts of a performance. The talents have to bring their ‘A’ game on stage as they only have one chance to impress the judges.”

On the other hand, Poova also shared her thoughts. She said, “I believe this initiative is an exciting engagement to encourage hidden homegrown talents to reach for the stars!”

At the event, a meet and greet session was also arranged for the staff to have an up-close and personal moment with the judges. There were photo sessions whereby employees of Great Eastern Life were given the opportunity to take ‘selfies’ with the judges as well as obtaining autographs from their favourite artists. A pop quiz session was also held during the session and the lucky winners walked away with autographed CDs from the celebrity judges.

Sharing her experience during the meet and greet session, Ms. Asma Abu Bakar, a Senior Executive from Great Eastern Life’s Legal Department said, “I have never imagined being able to meet these celebrities up-close especially at my work place.”

This inaugural contest is a great opportunity for aspiring talented individuals in Malaysia as there will be three winners for each city and the grand prize is RM5,000.00 cash plus two free tickets to watch Asia's Got Talent Live in Singapore. The second winner will bring back RM3,500.00 cash whilst third place winners will win RM1,500.00 cash. Winners will also walk away with money cannot buy merchandise from Asia's Got Talent.

Great Eastern Life hopes that the diversity of the talents showcased and the perseverance of the various individuals in striving for their dream will inspire Malaysians to Live Great.

This contest is open to all Malaysians and Great Eastern Life encourages everyone to drop by at the scheduled locations and lend their support while joining the fun activities.

To register, please log in to www.axn-asia.com/superstar-me and stay tuned for more exciting news at www.facebook.com/GreatEasternLifeMY.

<End>

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