

MEDIA RELEASE

For immediate release

GREAT EASTERN LIFE ‘SHARE THE LOVE’ WITH UNIVERSITI SAINS MALAYSIA RM100K sponsorship benefits more than 35,000 USM students and staff

PENANG, 25 MARCH 2016 – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) collaborated with Universiti Sains Malaysia (USM) to launch a Corporate Social Responsibility (CSR) initiative named “Share The Love”. Great Eastern Life is the exclusive sponsor of this project where a total of RM100K were channelled to USM to provide 5,000 umbrellas and 270 signages with inspirational quotes installed across 3 USM campuses located in Penang, Nibong Tebal and Kelantan. All umbrellas will be placed at every bus stop within the campus for the convenience of the USM Community aimed to spread the “sharing is caring” culture amongst the USM students and staff.

Great Eastern Life’s Director and Chief Executive Officer, Dato Koh Yaw Hui was pleased to meet a group of USM students who initiated the project at the launch event. He said, “As a LIFE Company, we believe that young Malaysians when empowered, they are capable of developing to their full potential. We are here to support the development of these young minds and inspire them to achieve the best in their lives.”

Sharing the same goal in Human Capital Development, USM has always been supportive in promoting students’ involvement in various projects pertaining to entrepreneurship, volunteerism, sustainability, cultural and community based events. Under the Student Development Affairs, the University has been developing initiatives to empower students with positive values by being involved in campaigns which contribute back to the community.

During the launch, Great Eastern Life distributed complimentary LIVE GREAT cards to the USM students. The card was created under the Company’s Live Great Programme to encourage and help Malaysians turn their health intentions into action by equipping and

rewarding them for living healthier and better. LIVE GREAT card Members are entitled to a wide range of health and wellness privileges including discounts with Great Eastern Life LIVE GREAT merchants such as selected pharmacies, fitness providers, health screening, as well as invitations to seminars and useful tips from health experts – all in support of their LIVE GREAT journey.

“We are committed to building a caring and supportive community and we also recognise the need for us to play our part in helping the nation nurture tomorrow’s leaders. We support the education and development of Human Capital in Malaysia by providing a platform for young Malaysians to contribute positively to the society.” Dato Koh added.

Adding to Dato Koh’s statement, Professor Dato' Dr. Omar Osman, Vice Chancellor of Universiti Sains Malaysia said, “Great Eastern Life has been an exemplary top corporate in the nation and USM is optimistic in cooperating in this community based project. We hope it is a good start working with Great Eastern Life and we look forward to future possible collaborations.”

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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 RM70.1 billion in assets, over 3.0 million policies in force and a network of 17,000 agents nationwide as at 31 December 2015. 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\$65.8 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, 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 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 has been ranked Asean's strongest bank and among the world's five strongest banks by

Bloomberg Markets for five consecutive years since the ranking's inception in 2011.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has over 630 branches and representative offices in 18 countries and regions. These include the more than 330 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 90 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

For more information, please visit greateasternlife.com