

MEDIA RELEASE

For immediate release

10,000 WARRIORS CONQUERED NEW HEIGHTS AT GREAT EASTERN VIPER CHALLENGE 2016 AT GENTING HIGHLANDS

Kuala Lumpur, 22 September 2016 - 10,000 mighty warriors proved their grit and determination on 20 August 2016 as they ascended the imposing peak of Genting Highlands to conquer the second Great Eastern Viper Challenge event for 2016. Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) is the title sponsor for the Great Eastern Viper Challenge 2016 at all three venues, Shah Alam, Genting Highlands, and Sepang.

The challenge took participants out of their comfort zones by testing their physical and mental endurance as they ran, jumped, slid, climbed and crawled their way to the finishing line in one of Asia's biggest and most demanding obstacle races.

The challenge course spanned 10km with a gruelling route that led participants through rugged terrain and breathtaking elevations. Before reaching the finish line, they had to successfully complete 15 challenging obstacles, including a horizontal rock climbing wall and a four-metre peg wall that tested the limits of their grip strength. There was no record of time at any point in the challenge and participants often helped each other overcome obstacles.

Dato Koh Yaw Hui, Director and Chief Executive Officer Great Eastern Life, said, "In fulfilling Great Eastern's brand aspirations as a LIFE Company, we hope to inspire Malaysians to live healthier and better. As the title sponsor for Great Eastern Viper Challenge 2016, we recognise how the challenging obstacle course can motivate everyone, especially our youth, to adopt a healthier lifestyle in every way – physically and mentally. The event not only promotes a well-balanced and holistic idea of good health but also emotional wellness to foster camaraderie and teamwork."

Great Eastern Viper Challenge 2016 was presented by Great Eastern Life as part of their LIVE GREAT Programme, the first integrated health and wellness programme by an insurance company in the region. The programme comprises five components including

Wellness Tools, Health Tips, Mobile Applications, Workshops and Events, and the LIVE GREAT Card, which customers can use to enjoy exclusive health and wellness privileges at partner establishments throughout the region. Under the LIVE GREAT Programme, Great Eastern Life has rolled out many successful and popular events including the signature LIVE GREAT Run, FitForLife Health Fair and Largest Zumba Fitness Party.

At the Great Eastern Viper Challenge 2016, LIVE GREAT card members enjoyed priority registration and collection of wristbands. Participants fueled up with complimentary bananas Great Eastern Life gave out at the start of the race and were rewarded with limited edition Viper Challenge water bottles for posting photos taken at the Great Eastern photo booth on Facebook and Instagram. 10,000 warriors walked away at the end of the high-energy event with well-deserved bragging rights from conquering the Great Eastern Viper Challenge at Genting and an unforgettable bonding experience with friends and loved ones.

The Great Eastern Viper Challenge 2016 consists of three Viper Challenge events: Stadium Shah Alam, which was held in March 2016, Genting Highlands, and Sepang International Circuit in November 2016. For those who missed the Great Eastern Viper Challenge in Genting, registration for the third Great Eastern Viper Challenge event at Sepang International Circuit in November 2016 is now open at www.viperchallenge.com. LIVE GREAT card members enjoy 10% off the registration fee. If you are not a LIVE GREAT card member, find out more and register for free at livegreat.greateasternlife.com.

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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\$68.1 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 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.

For more information, please visit greateasternlife.com