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GREAT EASTERN LAUNCHES MALAYSIA'S FIRST-OF-ITS-KIND RETIREMENT PLAN THAT UNLOCKS PROTECTION INTO INCOME

Kuala Lumpur, 30 April 2026 – As Malaysians live longer, the challenges is no longer just saving for retirement but ensuring a sustainable income when regular earnings stop. Against this backdrop, Great Eastern Life Assurance (Malaysia) Berhad (GELM) introduces **GREAT Retirement Pride**, a retirement plan that enables policyholders to convert protection income, featuring Malaysia's first-of-its-kind Sum Assured Unlock Option.

The new solution addresses key retirement considerations among Malaysians, particularly the need to balance long-term protection with sustainable income as life expectancy rises and financial needs evolve.

Designed to support retirement planning at different life stages, **GREAT Retirement Pride** combines protection with guaranteed income, offering flexibility for customers to tailor their plans according to their financial goals and affordability. During their prime earning years, policyholders are protected against death and Total and Permanent Disability (TPD), with coverage of up to five times the basic sum assured.

As policyholders approach retirement, the plan provides guaranteed monthly retirement income, supporting lifestyle and living expenses in later years. To further enhance flexibility, the Sum Assured Unlock feature allows policyholders, from age 60 onwards, to convert their basic sum assured into additional monthly retirement income or a lump sum without surrendering their policy.

This first-of-its-kind option provides policyholders with the financial flexibility to access funds for expenses such as healthcare, emergencies or other financial needs during retirement, while ensuring continued protection coverage.

"Malaysians today are looking for greater flexibility in how they manage their finances over time, particularly as they transition into retirement. GREAT Retirement Pride enables policyholders to convert protection into income, giving them more control and confidence in meeting their financial needs in later days," said Dato Koh Yaw Hui, Chief Executive Officer of GELM.

GREAT Retirement Pride is available nationwide through GELM's financial representatives.

For more information, please visit https://www.greateasternlife.com/my/en/personal-insurance/our-products/retirement-plan/great-retirement-pride.html

Menara Great Eastern
303 Jalan Ampang
50450 Kuala Lumpur
t (603) 4259 8888
t (603) 4259 8000

About Great Eastern
Founded in 1908, Great Eastern is a well-established market leader and trusted brand in Singapore and Malaysia. With over S$122 billion in assets and more than 16 million policyholders, including 11.7 million from government schemes, it provides insurance solutions to customers through multiple distribution channels – a tied agency force, bancassurance, direct digital, digital partnerships and financial advisory firm Great Eastern Financial Advisers. The Group also operates in Indonesia and Brunei.

The Great Eastern Life Assurance Company Limited and Great Eastern General Insurance Limited have been assigned the financial strength ratings of "AA" by Fitch Ratings and "AA-" by S&P Global Ratings, one of the highest among Asian life insurance companies. Great Eastern's asset management subsidiary, Lion Global Investors Limited, is one of the leading asset management companies in Southeast Asia.

Great Eastern is a subsidiary of OCBC, the longest established Singapore bank, formed in 1932. It is 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 and AA- by both Fitch and S&P. Recognised for its financial strength and stability, OCBC is consistently ranked among the World's Top 50 Safest Banks by Global Finance and has been named Best Managed Bank in Singapore by The Asian Banker.

For more information, please visit https://www.greateasternlife.com/

For media queries, please contact:

Winnie Teoh
Acting Head, Brand and Communications
Great Eastern Life Assurance (Malaysia) Berhad
E-Mail: WinnieTeohYuenKuan@greateasternlife.com

Chong Pooi Koon
Manager, Brand and Communications
Great Eastern Life Assurance (Malaysia) Berhad
E-Mail: ChongPooiKoon@greateasternlife.com