FOR IMMEDIATE RELEASE

Great Eastern and UTAR Collaborate on Nationwide Study to Strengthen Retirement Preparedness in Malaysia

Kuala Lumpur, 25 February 2026 – Great Eastern Life Assurance (Malaysia) Berhad (GELM) has signed a Memorandum of Agreement (MoA) with Universiti Tunku Abdul Rahman (UTAR) to conduct a nationwide survey that seeks to deepen understanding of retirement readiness, planning behaviours and financial concerns among Malaysians aged 40 and above.

The collaboration advances GELM's strategic objective of strengthening retirement awareness and preparedness among Malaysians. By leveraging data-driven insights from this survey, GELM aims to refine its retirement propositions, enhance the effectiveness of its advisory engagement, and better anticipate the evolving needs of customers – contributing to a more financially resilient Malaysia.

The MoA was formalised at a signing ceremony held on 24 February 2026 at Menara Great Eastern, Kuala Lumpur, between GELM Chief Executive Officer Dato Koh Yaw Hui and UTAR President Ir Prof Dato' Dr Ewe Hong Tat. The event was attended by senior representatives from both organisations.

Over a 4-month period (March to June 2026), the survey will engage 5,000 working Malaysians across urban and rural areas in all 13 states and 3 federal territories. Conducted in English, Bahasa Malaysia and Mandarin, the survey will collect detailed data across key dimensions of retirement planning, including:

- Financial preparedness and savings adequacy
- Preferences for professional financial advice
- Risk appetite in retirement-related investment decisions
- Non-financial retirement concerns such as health, family dependence, and social well-being

“As a life insurer with 118 years of heritage in Malaysia, we are proud to support initiatives that empower people to plan for a better financial future,” said Dato Koh Yaw Hui, Chief Executive Officer of GELM. “Through this nationwide survey, we hope to uncover actionable insights that will enable us to design retirement solutions that are relevant, inclusive, and impactful for the communities we serve.”

“At UTAR, we believe universities must serve not only as centres of learning but also as contributors to national development. As Malaysia transitions into an ageing society, retirement adequacy and financial preparedness have become national priorities. Through our collaboration with Great Eastern, we bring together academic rigour and industry expertise. This partnership enables us to address real societal challenges. Together, we aim to generate meaningful, evidence-based insights that strengthen Malaysia’s retirement planning landscape,” said Ir Prof Dato’ Dr Ewe Hong Tat.

Findings are expected to be published in late 2026 and will support ongoing efforts to improve financial education, guide product development, and inform stakeholder advocacy for better retirement outcomes.

From left to right: Loke Chang Yueh - Chief Financial Officer of Great Eastern Life Malaysia, Dato Koh Yaw Hui - Chief Executive Officer of Great Eastern Life Malaysia, Ir. Prof. Dato' Dr. Ewe Hong Tat - President, Universiti Tunku Abdul Rahman, and Ts. Dr. Pua Chang Hong - Deputy Director, Universiti Tunku Abdul Rahman

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About Great Eastern

Founded in 1908, Great Eastern is a well-established market leader and trusted brand in Singapore and Malaysia. With over S$117 billion in assets and more than 15.5 million policyholders, including 11.5 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/**

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