

**FOR IMMEDIATE RELEASE**

**GREAT EASTERN CEO AWARDED TWO MALAYSIA BOOK OF RECORDS FOR THE “LONGEST SERVING CEO IN INSURANCE INDUSTRY” AND THE “LONGEST SERVING CEO IN INSURANCE COMPANY”**

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**KUALA LUMPUR, 28 February 2023** – Great Eastern Life Assurance (Malaysia) Berhad (GELM) Chief Executive Officer (CEO), Dato Koh Yaw Hui, was awarded the record for the “Longest Serving Chief Executive Officer in Life Insurance Industry” and the “Longest Serving Chief Executive Officer in Life Insurance Company” by the Malaysia Book of Records. The records were presented by Malaysia Book of Records Chief Marketing Officer, Mr Jwan Heah Yeow Hooi and the Deputy General Manager Marketing, Mr Aaron Bong Ken Kin recently.

Dato Koh was appointed as the GELM CEO in 2008. He has been a member of the Life Insurance Association of Malaysia since 2008 to the present day. It is the first time such a record has been set in the life insurance industry.

GELM also set another Malaysia Book of Records at its recent agency force event for having the “Most Collected Digital Signatures in an Event”, it is the largest physical event for GELM agency force in history with 7,030 digital signatures collected in a single event.



Dato Koh Yaw Hui, CEO of GELM (in the middle) receiving awards for the “Longest Serving Chief Executive Officer in Life Insurance Industry” and the “Longest Serving Chief Executive Officer in Life Insurance Company” from The Malaysia Book of Records Chief Marketing Officer, Mr Jwan Heah Yeow Hooi and the Deputy General Manager Marketing, Mr Aaron Bong Ken Kin.



Malaysia Book of Records’ representatives presenting the “Most Collected Digital Signatures in an Event” to Dato Koh, CEO of GELM (second from left), witnessed by Chief Agency Distribution Officer of GELM, Mr Koh Ken Yong (third from the left).

This is the fourth Malaysia Book of Records GELM has been awarded. The past Malaysia Book of Records of GELM include “The Oldest and Largest Life Insurer in Malaysia”, obtained in 1998; the “Largest Participation in a Yoga Session in Malaysia” in 2012 and “The Largest Participation in Obstacle Challenge (Viper Challenge) in 2016.

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### **ABOUT GREAT EASTERN LIFE ASSURANCE (MALAYSIA) BERHAD (GELM)**

GELM 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, GELM 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, GELM has more than RM91 billion in assets, over 3.0 million policies in force and a network of 22,000 agents nationwide as at 31 December 2021. To date, GELM has 21 branches nationwide and products include life insurance plans, investment-linked plans, mortgage protection, business protection, employee benefits, medical insurance and group health benefit schemes. GELM 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**

Founded in 1908, Great Eastern is a well-established market leader and trusted brand in Singapore and Malaysia. With over S\$100 billion in assets and more than 14.5 million policyholders, including 12 million from government schemes, it provides insurance solutions to customers through three successful distribution channels – a tied agency force, bancassurance, 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 and counterparty credit ratings of "AA-" by S&P Global Ratings 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. 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 and AA- by both Fitch and S&P. Recognised for its financial strength and stability, OCBC Bank 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 [greateasternlife.com](http://greateasternlife.com).

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