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## **MEDIA RELEASE**

For Immediate Release

### **GREAT EASTERN WINS THE ULTIMATE SEAL OF CONSUMER APPROVAL FOR THE 9<sup>TH</sup> CONSECUTIVE YEAR**

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Kuala Lumpur, 29 May 2012 – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern) obtained the ultimate seal of consumer approval for the 9<sup>th</sup> consecutive year as the Company was yet again voted by consumers as one of the most trusted and preferred brands for life insurance in Malaysia, effectively keeping its position as the Company with the longest running record in being voted for strong reputation and trust within the sector.

Great Eastern's Director and Chief Executive Officer, Dato Koh Yaw Hui received the Company's Reader's Digest Trusted Brands Gold Award 2012 from the Minister of International Trade and Industry, Dato' Sri Mustapa Bin Mohamed at a ceremony held here at Kuala Lumpur.

Based on 100% consumer votes, winning brands were not only trusted brands named by consumers, but were also rated highly against the six key criteria of: Trustworthiness and Credibility, Quality, Value, Understanding of Customer Needs, Innovation and Social Responsibility.

This latest trusted brand win is a double celebration for Great Eastern, which just but a month ago, clinched the 2012 Frost & Sullivan Malaysia Excellence Award by the leading global research company Frost & Sullivan and walked away with the highly-acclaimed title of the Private Health Insurance Provider of the Year.

The Frost & Sullivan award recognises best practices and outstanding performance by Malaysian companies, and winners were identified based on in-depth interviews, analysis and extensive secondary research conducted by Frost & Sullivan's analysts. Companies were typically studied on their revenues, market share, capabilities and overall contribution to the industry.

Said Dato Koh, "The award serves as a recognition of the commitment to service excellence as demonstrated by the staff and agency force of Great Eastern in serving more than 2.8 million policyholders throughout the country. As the Company recently embarked on a bold new direction to engage customers beyond the normal scope of life insurance protection, Great Eastern continues to deliver and prove itself as a worthy corporate citizen, consistently upholding its promises to consumers in the industry whilst delivering innovative and unique customer experiences".

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

*Great Eastern 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 has RM53.7 billion in assets, over 2.9 million policies in force and a network of 17,000 agents nationwide as at 31 December 2011. To date, Great Eastern 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).*

*For more information, please visit [www.greateasternlife.com](http://www.greateasternlife.com)*

## **ABOUT GREAT EASTERN HOLDINGS LIMITED**

*Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With \$57 billion in assets and around 4.0 million policyholders, it has two successful distribution channels – the tied agency force and bancassurance. The Company also operates in China, Indonesia, Vietnam, and Brunei. Great Eastern Life Assurance Company Limited has been assigned the financial strength and counterparty credit ratings of 'AA-' by Standard & Poor's, one of the highest among Asian life insurance companies. It was voted Life Insurer of the Year at the Asia Insurance Industry Awards 2011 by Asia Insurance Review. 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 second largest financial services group in Southeast Asia by assets. It is one of the world's most highly-rated banks, with a long-term credit rating of Aa1 from Moody's. It is also ranked by Bloomberg Markets as the world's strongest bank. OCBC Bank's key markets are Singapore, Malaysia, Indonesia, and Greater China. It has a network of over 500 branches and representative offices in 15 countries and territories, including more than 400 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.*

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