

3 May 2012

## **MEDIA RELEASE**

For Immediate Release

### **GREAT EASTERN TARGETS RM100 MILLION PREMIUM INCOME FROM ITS ENDOWMENT PLAN WITH SHORT PAYMENT TERM BUT HIGH PAYOUTS**

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Kuala Lumpur, 3 May 2012 – As savings plan rises in demand due to the recent economic uncertainty and consumers puts away their funds for a rainy day, Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern) meets market demand with the launch of its latest endowment plan – the new ‘Great Treasure Wonder’ that combines savings and protection within one (1) plan.

Taking away customers’ concerns on being strapped to long-term liability to fulfil premium payments, the Great Treasure Wonder offers a short payment period of 5 years, yet the policyholder can enjoy either 20 or 25 years of protection, depending on his or her choice. The plan also rewards policyholders with generous survival benefits paid out every six (6) months, beginning from the end of the 1<sup>st</sup> policy year; offers yearly non-guaranteed cash bonuses; an increasing basic sum assured commencing from the 2<sup>nd</sup> policy year onwards and maturity benefits of up to 160 per cent of basic sum assured.

Said Great Eastern’s Director and Chief Executive Officer, Dato Koh Yaw Hui, “We believe that people generally have good intentions in life – whether it is to protect the people who matters most to you, or simply to have the freedom to live life to the fullest. At Great Eastern, with our Live Great philosophy, we make it our intention to help with fulfilling such intentions through offering such product that increases your savings so that you can achieve even bigger goals in life”. “The Great Treasure Wonder is therefore a plan that not only allows the policyholders to have a security blanket and cope against inflation, but also suit existing needs whilst making hard-earned savings work harder. We target RM100 million premium income from this plan,” Dato Koh added.

Not just an ordinary savings plan but one that comes with life protection, the Great Treasure Wonder is further enhanced with coverage against accidents – should accidental death occur before the end of the policy term or before age 65 years of the policyholder’s next birthday, whichever is earlier, named beneficiaries/nominees will receive double the sum assured.

The Great Treasure Wonder is only available for a limited period: from 2 May to 2 July 2012, or upon reaching RM100 million in sales; whichever comes first.

More information on the Great Treasure Wonder can be found at [www.greateasternlife.com](http://www.greateasternlife.com) or by contacting Great Eastern's Customer Service Careline number: 1-300-1-300-88.

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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 \$56 billion in assets and 3.8 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 recently 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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