

March 2012

MEDIA RELEASE

For Immediate Release

LIVE GREAT WITH GREAT EASTERN

Kuala Lumpur, 6 April 2012 – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern) declares that it is “no longer just a life insurance company, it is a LIFE company”. It is changing the way it looks at life insurance, and will actively help customers to live better, healthier and longer through an industry-first integrated Live Great programme, aimed at turning their intentions into actions.

Great Eastern is going beyond the traditional role of an insurance company. The Company believes that while insurance is important, it can never replace what matters most to our family...which is us, ourselves. Thus, the roll out of its consumer campaign, “There Will Never Be Another You”, where the key message is “each individual is unique and irreplaceable”.

Great Eastern does not want to be there only when things go wrong, which is when life is not so great. It wants to help its customers live longer and healthier lives, so that they can experience those special and life defining moments from seeing their children graduate from university, or holding their grandchild for the first time or; celebrating their golden jubilee wedding anniversary. That’s why Great Eastern is introducing many new initiatives to help its customers live healthier, better and longer for their loved ones. Through Great Eastern’s integrated Live Great programme, customers get to enjoy exclusive health and wellness privileges.

To help customers in their Live Great journey, Great Eastern will be providing comprehensive information through its Health and Wellness portal. The portal contains a wide range of information and tips on health and wellness as well as relevant health and wellness products and services which customers can purchase at exclusive discounted rates at more than 500 partner establishments across Southeast Asia under its Live Great regional customer loyalty programme, a first-of-its-kind. Online tools such as Wellness Profiling are made available for customers to conduct a simple health risk assessment and a 21 Days App to turn their intentions into actions. To engage customers who are more digitally-savvy, Great Eastern has unleashed new digital capabilities, including leveraging social media platforms such as Facebook, YouTube and Twitter.

Speaking at the official launch of The Star Health Fair today, Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern says, “Great Eastern sees the opportunity to further engage the public and share with them the benefits of our value proposition by participating in The Star Health Fair as an exclusive partner. This partnership is timely as it is Great Eastern’s intention to help its customers live a healthier and better life for the people that matter most to them. The integrated Live Great programme which centres on ‘Health and Wellness’ is where we can help our customers turn their good intentions into actions and start living a healthier and better life. We feel that what we are doing is aligned to that of the Ministry of Health’s objective of promoting healthy lifestyle choices among the workplaces, homes and the communities at large.”

Great Eastern has planned a variety of activities for the entire family. Visitors to Great Eastern’s booth can get a complimentary Live Great card just by filling up a registration form and enjoy privileges from partner merchants across Malaysia for a specific period. For running enthusiasts, a mini running clinic on running techniques would be held. For those who are up for some challenge, they can take up the physical fitness challenge on the treadmill. Visitors can grab the opportunity to register as an early bird for the GE Run which will take place on 4 November this year.

If visitors are keen to find out more about their health status, they can complete an online Wellness Profiling, a simple health risk assessment to determine how they fair in terms of lifestyle. They can then proceed with other health tests and receive a complimentary consultation from a nutritionist. Not only that, they can learn to eat healthier by picking up a tip or two from the healthy cooking demonstration. Children can also take part and learn to prepare simple and healthy snacks.

Visitors can take part in the Live Great Contest at Great Eastern’s photo booth - just snap a Live Great picture on the spot and write a short caption on how they can live great and stand a chance to win exciting prizes. After a tired day at the event, visitors can relax and pamper themselves with a good massage to rejuvenate themselves.

Great Eastern is also giving out exclusive goodie bags to visitors who register for the Live Great card, complete the Wellness Profiling and download the 21 Days App.

For more information on Great Eastern’s Value Proposition initiative, please visit www.greateasternlife.com or log on to www.facebook.com/GreatEasternLifeAssurance.

<End>

About Great Eastern :

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 assets in excess of RM50 billion, over 2.8 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

For media queries, please contact: -

Ms. Leong Pei Yee

Manager, Corporate Communications

Tel : 03 - 4259 8769

Fax : 03 - 4259 8798

H/P : 019 - 226 3531

E-Mail : LeongPeiYee@greateasternlife.com

or

Ms. Wong Fong Yee

Assistant Manager, Corporate Communications

Tel : 03 - 4259 8754

Fax : 03 - 4259 8798

H/P : 012 - 286 0880

E-Mail : WongFongYee@greateasternlife.com