

10 February 2012

## **MEDIA RELEASE**

For Immediate Release

### **GREAT EASTERN GROWS WITH TIN CITY**

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Ipoh, 10 February 2012 – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern) increases its prominence in the city built on tin with its new branch building in Ipoh officially launched today, as it continues to grow with the city that it serves for over five (5) decades.

The launch was officiated by the Minister of Transport, YB Dato' Seri Kong Cho Ha, in the presence of Great Eastern's Director and Chief Executive Officer, Dato Koh Yaw Hui; as well as Great Eastern's Senior Management Team, staff and agency force.

Great Eastern began operations in Ipoh in 1959 and not only sees greater and stronger foothold literally as floor spaces in its new branch doubled up to 23,050 sq. ft from 9,650 sq. ft of its previous branch office; but in 2011, also contributed a significant of 30 per cent to Great Eastern's New Business Premium in the Northern Region. This is no mean feat, for a region that recorded Total Weighted New Business Premium of about RM200 million last year.

As the Company redefines its mission of making life great for its customers and stakeholders; as well as Great Eastern's overall premise of a life company and not just a life insurance company, the new Ipoh branch building sets the tone for more of such enhancements and expansions to come as resources and facilities are improved to help Ipoh's about 1100 agency force, serve customers even better.

Said the Director and Chief Executive Officer of Great Eastern, Dato Koh Yaw Hui, "Last year we achieved 12 per cent growth to RM1.05 billion in Total Weighted New Business Premium and our asset size has grown to more than RM53 billion, keeping Great Eastern at the top of the industry as it continues to be the largest life insurance company in Malaysia. We attribute this success to a strong agency force as well as the Company's strong service excellence ethos and focus on customer engagement - areas that we would like to continue to build on as we enhance the tools and facilities that may help our field force make even greater differences in life and deliver on our service premise".

At its new location in Persiaran Tugu at Greentown Avenue, the almost RM13 million fresh Ipoh branch office spans four (4) lots and four (4) storeys. Moving with the trends, the design of the new branch office is contemporary, fresh and jazzy. Aesthetics aside, the design of the branch's facilities focuses on the corporate direction for other similar developments throughout the country, as Dato Koh elaborates, "Complete with a Premier Recruitment Lounge that provides comfort and promotes the Company's drive to grow its 17,000 agency force even greater, training facilities for the growing family at Great Eastern are not spared here too in line with the Company's emphasis on development and training of life planning advisors". A spanking new training room with a theatre-style 220-pax capacity as well as two (2) other training rooms are included as facilities to develop and build the skills of the agency force within the locality.

Other newly-introduced enhancements include Self-Help PCs and customer rating devices that allow for more customer engagement as well as enhancing the customer service experience through direct evaluation of services experienced such as response times, etc.

Further, apart from being a more strategic location than the previous branch office, the new home to the Ipoh branch office provides plenty of parking facilities at ground and basement level which are serviced by elevator from the basement, making it more convenient for our customers and business partners.

At the end the launch, Great Eastern donated through its ChildrenCare charity a total of RM40,000 to four (4) homes – the 'Pertubuhan Pengurusan Anak-Anak Yatim dan Miskin 'Anning', 'Persatuan Kebajikan Kanak-Kanak Yatim Rumah Wawasan Manjung', 'Pusat Jagaan Diamond Home' and the 'Kiwaniis Down Syndrome Foundation Ipoh Centre'. The contributions will be used by the homes to purchase items such as computers, electrical items, kitchen appliances as well as household items and furniture.

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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](http://www.greateasternlife.com)

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