

MEDIA RELEASE

For Immediate Release

GREAT EASTERN CHILDRENCARE BRINGS JOY TO UNDERPRIVILEGED CHILDREN

Kuching, 10 November 2012 – Bright and cheerful faces were apparent when Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern) organised a fun-filled event to spend meaningful time and spread the happiness to 60 underprivileged children through its long term corporate social responsibility project, ChildrenCare.

The children immersed themselves with various activities such as sand art, face painting, balloon twisting, magic show and yo-yo performance. They were especially thrilled, with a few squealing in excitement, when they were treated to free ice-cream cones, fresh popcorns and given goodie bags.

Also attending the event were Great Eastern's Director and Chief Executive Officer, Dato Koh Yaw Hui, staff and agents who wasted no time in getting acquainted with the children and helping to spread the festivity by bringing them around the activity booths.

Officiated by the Deputy Director of the Department of Social Welfare Sarawak, En Zainal bin Taram applauded the effort of Great Eastern for bringing cheer to the children in Sarawak. He said, "I am most appreciative that Great Eastern's staff and agency force are constantly working together to raise funds as well as being physically involved through their Company's ***I-Pledge Volunteers*** in assisting ***ChildrenCare*** activities with the children at various homes throughout the nation."

Later during the day, a cheque of RM46,000.00 was presented by Dato Koh to 8 children homes in Sarawak which will be channelled to purchase essential items to promote the improvement of the quality of life and general betterment of the children residing in the homes.

Dato Koh, while presenting the cheque, said, "Great Eastern is not only committed to the growth of the company but also in contributing back to the societies in which we operate. Corporate social responsibility remains an integral part of our daily operational activities. This is only made possible by the tireless support demonstrated by our staff and agents".

“We are happy to have been able to share this moment with these young children and we hope that this event will, in a way, make life for them great,” he added.

To date, ChildrenCare has donated more than RM1.6 million to over 170 children homes in Malaysia.

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About ChildrenCare:

Launched in 1995, the ChildrenCare Charity was initiated to instill the spirit of caring and sharing amongst Great Eastern's staff and members of the agency force. Over the past 16 years, around RM1.67 million has been donated to more than 174 children charities across Malaysia via ChildrenCare. Each year, staff and members of the agency force work together to raise funds from the public, which are all fully donated to benefit children in need. Apart from fund-raising and making donations, ChildrenCare is also supported by I-Pledge Volunteers from Great Eastern's pool of staff who pledged as volunteers, offering up their own free time to assist in ChildrenCare activities that goes beyond the ordinary approach of helping underprivileged children. The activities arranged for children are not only designed to be fun, but to also essentially include educational, motivational and inspiring elements, as well as raise awareness on environment, cultural and heritage protection. Examples of activities include "Together We Experience Nature", "Going Green with Effective Microorganisms", "Reading To The Blind", "ChildrenCare Camp with Children of Aborigines", "Fun and Easy Learning English", "ChildrenCare Arts and Crafts Day", etc.

For more information about or to donate to ChildrenCare, please contact ChildrenCare Careline at 03-4259 8788.

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 RM53.6 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

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 an Aa1 rating from Moody's. It is also ranked by Bloomberg Markets as the world's strongest bank in 2011 and 2012. 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 about 400 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

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