

10 December 2012

## **MEDIA RELEASE**

For Immediate Release

### **Life-O-Meter — It's Your Choice**

*Like, Post & Share Your Choice with Great Eastern*

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**PETALING JAYA, 10 December, 2012** —Great Eastern Life Assurance (Malaysia) Berhad launches the Life-O-Meter (LoM) social media application to celebrate individual empowerment of choices in areas of life they are passionate about.

The LoM is Great Eastern's new app on the Great Eastern Malaysia Facebook page, which is designed like a game. This game is based on the fact that everyone has a preference and motivated in various aspects of life. Each week, thought-provoking topics will be posted with two opposing choices to facilitate a voting mechanism that will be reflected in the movement of a needle on the LoM.

"Social Media has triggered a new generation that openly state their preference, post opinions and share their voice on subjects they like and believe in. This Like, Post, Share (LPS) behaviour has evolved into a culture of its own that is infectious and is a catalyst for change. LoM is created based on this concept for our online friends. Through this platform we hope our Live Great aspirations to help people live healthier and better, will take on another dimension," Dato Koh Yaw Hui, Director and Chief Executive Officer said.

The LoM leverages on the naturally competitive and fun-loving spirit of today's generation that strives to WIN — they will rally their friends to support them. Hence, the call for action "Like, Post, Share". As the LoM is independent and neutral, the LoM's needle will be in constant motion as "Likes" will determine which side wins.

LoM aims to be reflective and representative of today's generation's culture, lifestyles, and trends, presented in form of choices through various themes along the line of health, food, family, music, sports, education, career, etc and a new topic will be introduced relating to the theme. For example, under "Food" theme, participants will battle it out on their choice of "Live To Eat" or "Eat To Live" and they get to post why their choice rocks and rally support.

"We hope through these series of everyday life's topics, such sharing will inspire people to adopt healthier and better choices. The LoM creates a connected community of like-minded people; sharing their experiences, their thoughts, what drives them to succeed and what inspires their choices. Through the LoM we hope to build stronger bonds with our current friends, and pick up new friends along the way who will be the foundation of keeping this forum alive by expressing their thoughts."

The Life-O-Meter is open to the public and is available on [www.lifeometer.com.my](http://www.lifeometer.com.my) to kick start this social media application, Great Eastern has interesting prizes up for grabs!

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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 [greateasternlife.com](http://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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