

20 October 2012

MEDIA RELEASE

For Immediate Release

GREAT EASTERN PROMOTES LIVING GREAT WITH A HEALTHY HEART

Kuala Lumpur – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern) continues its effort in promoting healthy living to its customers through a talk on emotional and mental well-being themed “Live Great With A Happy Heart (心理话) held today at Menara Great Eastern, Jalan Ampang.

Following the success of last year’s Smart For Life Tea Talk on relationships with Dick Cheng that sold-out to over 1,200 participants, Great Eastern have brought back Dick Cheng, a renowned Hong Kong motivational speaker known for his light-hearted and inspiring talks.

Great Eastern’s Tea Talks have been widely received since 2010, and in April 2012 they have also managed to bring in a popular financial coach to impart valuable advice on ways to achieve financial freedom. Apart from the Tea Talks, Great Eastern also organises the “Love Your Life” health workshops which benefits many of its customers nationwide.

Said Chief Marketing Officer of Great Eastern, Nicholas Kua, “The tea talks and workshops are events organised as part of Great Eastern’s ‘Live Great’ initiative aimed at helping its customers turn their intentions into actions as they embark on their life journey to live better and healthier.”

“The talk today highlighted how being healthy is not only to be free of illness, but the state of the mind is of prime importance. Therefore, as a LIFE company keen to help our customers ‘Live Great’, it is with hope that today’s talk on emotional and mental well-being could inspire our guests to embrace the power of positive thinking and have a little fun while they’re at it. We encourage all to strive to Live Great With A Happy Heart!” he added.

The ‘Live Great’ programme sees Great Eastern moving beyond just simple protection as merely a life insurance company, to evolve into a LIFE company which strive to help its customers to turn good intentions into actions.

Apart from the ground events and exclusive privileges to Live Great programme members, the core components of the programme also include mobile applications, wellness tools and health tips available for access at livegreat.greateasternlife.com. In just one click, health and wellness-related tips and tools such as BMI and body fat calculators, as well as health profiler will be available at your fingertips.

<End>

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

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.

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

Ms. Janette Pang Wei Fong
Assistant Manager, Corporate Communications
Tel : 03 - 4259 8755
Fax : 03 - 4259 8798
H/P : 013 - 289 8663
E-Mail : JanettePang@greateasternlife.com