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## **MEDIA RELEASE**

For Immediate Release

### **GREAT EASTERN APPOINTS NEW CHIEF MARKETING OFFICER**

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Kuala Lumpur – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern) has appointed Mr. Nicholas Kua as its new Chief Marketing Officer (CMO).

Kua, 47, will be leading the Marketing and Communications function in line with Great Eastern's strategic objectives. Kua will drive product management and communication strategies, customer analytics; as well as further developing and enhancing the Great Eastern brand in Malaysia.

An Associate of the Society of Actuaries, Kua brings with him strong actuarial and marketing experience in the insurance industry spanning two decades, having previously worked with a string of industry multinationals.

Kua's appointment is timely, as Great Eastern embarks on a bold new direction to engage customers beyond the normal scope of life insurance protection. Among the many initiatives spearheading this strategic direction is the 'Live Great' programme, an integrated Health and Wellness programme encompassing five components, such as online wellness tools, health tips, mobile apps, workshops and events, as well as exclusive privileges to health and wellness products. In line with the new corporate direction, Kua will play a key role in delivering innovative and unique customer experiences to over 2.9 million Great Eastern customers in Malaysia.

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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 [www.greateasternlife.com](http://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 a long-term credit rating of Aa1 from Moody's. It is also ranked by Bloomberg Markets as the world's strongest bank. 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 more than 400 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.*

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