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MEDIA RELEASE

For Immediate Release

Great Eastern Equips More Than 2,000 Agents With Comprehensive Financial Knowledge To Serve Its Millions of Policyholders

Kuala Lumpur, 21 June 2012 – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern) today added 431 professionals in its alumni of graduates from its Life Planning Advisor (LPA) Programme which had been training agents to be better-equipped to offer financial plans and solutions that meet its 2.9 million customers' needs.

To-date, Great Eastern has more than 2,000 well-trained Life Planning Advisors (LPAs) whom are equipped with the competency to serve customers in comprehensive life planning covering protection, education, retirement and essential estate planning; along with enhanced efficiency in order to meet the expectations of increasingly sophisticated customers.

The LPA Programme is in line with the Government's aspiration to increase its life insurance penetration to 75 per cent by 2020 - said Director and Chief Executive Officer of Great Eastern, Yang Berbahagia Dato Koh Yaw Hui, "Highly-trained agents such as the LPA graduates will play a key role in not only raising the industry standards and excellence with their sharpened competencies and enhanced professionalism, but they will be in a better position to impart advice and increase the awareness of Malaysians on the importance of obtaining life coverage when planning for their future."

"In a nation with low penetration rates of only 42 per cent for conventional life insurance and 11 per cent for Takaful as well as the Government's aspiration to achieve 75 per cent penetration by 2020, the growth potential for this market is tremendous indeed," added Dato Koh.

The Deputy Minister of the Ministry of Youth and Sports, Yang Berhormat Senator Gan Ping Sieu joined Dato Koh at the 5th LPA Graduation Ceremony held at Menara Great Eastern today and presented the Top 10 Star LPA Special Award to the ten (10) most outstanding graduates of the class of 2011.

Said Yang Berhormat Senator Gan, “The country has over 10.6 million working population and indeed we need many professional and high education level working adults like LPAs to realise the country’s vision to become a high-income nation. While the Government’s Economic Transformation Programme (ETP) will lead us towards achieving high-income status, every effort in promoting higher education plays a crucial role and should be taken into consideration and implemented continuously.”

According to Dato Koh, the LPA graduates will also add value to the Company’s recent bold new direction to engage customers beyond the normal scope of life insurance protection, with the desire to help our customers live better and healthier.

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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

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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