

## **MEDIA RELEASE**

For Immediate Release

### **GREAT EASTERN IS THE MOST POPULAR GRADUATE EMPLOYER IN INSURANCE FOR FOURTH CONSECUTIVE YEAR**

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Kuala Lumpur – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern) has been recognised once again as one of the best places to work at in Malaysia.

On 22 November, the Malaysia's 100 Leading Graduate Employer 2012 list, now in its fifth year, was released at an awards ceremony held in the city centre. In a five-month period from April to August, more than 12,000 Malaysian students and fresh graduates from universities in Malaysia and overseas took to the polls to vote for their employers of choice through the Trendence Graduate Barometer 2012. The annual study, which was conducted by the Trendence Institute based in Germany, gathered the opinions of the respondents through an online survey hosted at [www.malaysias100.com](http://www.malaysias100.com), as well as through paper-based options of the survey.

This year's win marks Great Eastern's fourth consecutive success and the longest-running record of being voted as the most popular graduate employer in the sector. Apart from effectively defending its title for the insurance category against other finalists, the Company rose seven notches up the overall graduate recruiter ranking to 61 as compared to its 2011 ranking.

Dato Koh Yaw Hui, Great Eastern's Director and Chief Executive Officer, acknowledges that the Company's continued popularity is attributed to the people of Great Eastern and the values that permeate the Company: "We have been developing our values for over a century – as we go beyond insurance protection to help our customers and employees live better and healthier as a LIFE company, we continue to champion our corporate mission of promoting meaningful relationships as well."

Staff engagement as well as people development therefore remains central to not only building skills, but also relationships at Great Eastern. Apart from launching its own Life Planning Advisor (LPA) programme in 2006 as part of the Company's aspiration to develop a group of highly professional and productive agency force equipped with the competency to serve customers in comprehensive life planning; the Company also strongly supports the training and development of all employees in product knowledge and skills relevant to the sector. For instance, the Company has been sponsoring employees for the LOMA (Life Office Management Association) Training and examinations and its strong efforts in this area has been recognised through the LOMA Educational Achievement Awards also for four years-in-a-row. This year, Great Eastern had also gone one step further and clinched the LOMA 2012 Excellence in Education for its exceptional contribution towards developing its human capital through the LOMA's professional education and learning programmes.

Senior Vice President and Head of Human Capital, Ms. Nancy Lim said, “In making life great for others, the Company recognises that it is important to make life great for the people who work for Great Eastern too. Making Life Great (MLG) initiatives, 1Great Eastern Family Carnival and other staff engagement activities are organised throughout the year to strengthen the relationship with all who matters the most to a thriving company – its people.”

Great Eastern also offers transcendent rewards to employees who excel, as well as recognise long-term service through Annual Appreciation Awards and other incentives.

In recognising growing minds and talents of the future, Great Eastern also annually offer scholarships to students under its Great Eastern Supremacy Scholarship Awards, internships; as well as Management Trainee programmes to promote sector talent development.

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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 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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