



## **MEDIA RELEASE** (For immediate release)

### **Great Eastern's Live Great programme continues with Yoga for Life**

*Initiative under Live Great programme aims to encourage healthier and better living among members of the public and its customers*

**KUALA LUMPUR, 28 May 2012** – Great Eastern launched its Yoga for Life event today, continuing a journey of events and customer initiatives under its brand new Live Great programme which is meant to engage its customers beyond the normal scope of life insurance protection and embrace a healthier lifestyle.

The Yoga for Life event will be held on 15 July 2012 at The Strand in Kota Damansara, and will be attempting to enter the Malaysian Book of Records for the Largest Participation in a Yoga Session with more than 2,000 participants doing yoga together for a minimum of 45 minutes.

Yoga for Life is one of the major events under Great Eastern's Live Great programme this year. Under the Live Great programme, Great Eastern's customers can also expect plenty of rewards and benefits such as wellness tools, health tips, mobile apps and workshops, as well as exclusive privileges at over 700 participating partner establishments across Southeast Asia.

At the launch, Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern Life Assurance (M) Bhd said, "Great Eastern is not just a life insurance company, we are a Life company that believe insurance itself can never replace what matters most to your family, and that there can never be another you."

"This is why we are proud to introduce Yoga for Life, another event in our Live Great programme this year which is our promise to our customers to help them live healthier and better," he added.

All proceeds from the registration fees for this exciting record-setting attempt will go on to support efforts by the Breast Cancer Welfare Association of Malaysia's (BCWA) in creating awareness and promoting



the importance of the early detection of breast cancer among women in Malaysia, as well as offer psychosocial support for breast cancer survivors and patients.

Yoga for Life was launched by Dato Koh with a special appearance by celebrity artiste Bernie Chan in support of making a change to a healthier lifestyle. Also present were Nicholas Kua, Chief Marketing Officer of Great Eastern Life Assurance (M) Bhd, Ms Ranjit Kaur, Chief Executive Officer of BCWA and representatives from Live Great programme partners True Fitness, BizzyBody and Blackmores.

According to Dato Koh, yoga was chosen as one of the main events under the Live Great programme due to its popularity amongst women as well as an increasing interest amongst men as a preferred activity to stay healthy physically and spiritually.

“Yoga is one of many activities that our customers and the public can adopt as a first step towards better and healthier living under the Live Great programme. With the public’s support, the contributions to BCWA will go a long way in extending a lifeline for thousands of women in Malaysia,” said Dato Koh.

The Yoga for Life event is open to the public who can register as participants or yoga facilitators at [www.greatasteasternlife.com](http://www.greatasteasternlife.com) from the 5<sup>th</sup> of June. Registration is at RM20 for participants and waived for facilitators.

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## **About Great Eastern Life Assurance (Malaysia) Bhd**

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 Ltd**

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With \$56 billion in assets and 3.8 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 recently 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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