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## **MEDIA RELEASE**

For Immediate Release

### **TAKE THE CHALLENGE!**

A LIFE Company helps you turn your intention into actions  
via a refreshing social media contest

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Kuala Lumpur, 5 December 2013 - Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) recently launched “Live Great Challenge”, a fun Facebook contest which motivates people to kick-start an active and healthy lifestyle. Launched on 29 October and into its fifth week now, entries are still pouring in, proving that the contest is well-received. According to Vice President and Head, Marketing and Customer Management, GG Kam, the health trend is shifting towards a more holistic approach of health and wellness. “People are changing their mindset towards health. They are becoming more aware and have started taking preventive instead of reactive measures. They now also have access to a myriad of technologically advanced tools to help them achieve their desired health and fitness goals,” says Kam.

Taking the cue, Great Eastern Life has taken unconventional steps to change the way it looks at life insurance and is setting new standards in customer engagement. Evolving from a life insurance Company to a LIFE Company, it is focused in its efforts to inspire the customers to take ownership of their health, not just for themselves but for the people who matters most.

The Live Great Challenge is a Facebook contest which was developed with the aim to help people kick start their way to a healthier lifestyle by making small, simple changes to everyday life. Ran over a period of eight weeks, Live Great Challenge encourages people to live great in every aspect, from eating healthy, exercising regularly, keeping socially interactive, developing their creativity and discovering their inner-self.

To take part, participants would need to submit a photo of them performing the weekly challenges and completing a 220-character caption that begins with “I will Live Great by....” to stand a chance to win weekly Guardian cash vouchers worth RM50 and top three prizes of an adventurous Club Med holiday packages to Maldives, Guilin and Cherating. There are also 20 consolation prizes worth RM4,000 to be won.

There will be three challenges each week based on a weekly theme. “We launched the Live Great Challenge with the theme “You Are What You Eat and Drink” whereby participants were challenged to drink up on water, snack on fruits instead of chips and load up on leafy greens. The challenges are simple yet interesting. Most importantly, it’s achievable,” explains Kam. She adds, “We wanted this to be a Facebook contest so that people can show that they are taking the steps to turn their intention in actions and can rally support from their family and friends.” There is more to the contest; the Live Great Challenge is complemented with daily health and wellness tips to motivate the participants further to reach their goals.

Introduced two years ago, ‘Live Great’ is an industry-first integrated Health and Wellness programme by an insurance company in the region, signalling a bold new direction for the life insurance industry. The comprehensive Live Great programme has empowered customers to take ownership of their health via its five core components – wellness tools, health tips, mobile apps, workshops and events and exclusive privileges.

The LIFE company has gone beyond the traditional role of an insurance company. Moving away from a product-centric organisation towards a customer-centric one, the Live Great programme demonstrates the company’s unprecedented customer commitment to help them live healthier, better and longer.

To take part in the Live Great Challenge, please log on to [apps.facebook.com/mylivegreatchallenge](https://apps.facebook.com/mylivegreatchallenge) . Start living healthier today!

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## **ABOUT GREAT EASTERN LIFE ASSURANCE (MALAYSIA) BERHAD**

*Great Eastern Life 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 Life has RM62 billion in assets, over 2.9 million policies in force and a network of 17,000 agents nationwide as at 30 June 2013. To date, Great Eastern Life 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).*

## **ABOUT GREAT EASTERN HOLDINGS LIMITED**

*Great Eastern Life is the oldest and most established life insurance group in Singapore and Malaysia. With S\$59.5 billion in assets and around 4.0 million policyholders, it has three successful distribution channels – a tied agency force, bancassurance, and a financial advisory firm, Great Eastern Financial Advisers. The group also operates in China, Indonesia, Vietnam, and Brunei. The Great Eastern Life Assurance Company Limited has been assigned the financial strength and counterparty credit ratings of 'AA-' by Standard & Poor's since 2010, 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 Life's asset management subsidiary, Lion Global Investors Limited, is one of the largest private sector asset management companies in Southeast Asia.*

*Great Eastern Life 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 470 branches and representative offices in 15 countries and territories, including about 350 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.*

*For more information, please visit [greateasternlife.com](http://greateasternlife.com)*

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