

MEDIA RELEASE
(For immediate release)

LIVE GREAT RUN IS BACK!

Great Eastern Life Continues To Inspire Healthy Living

KUALA LUMPUR, 14 June 2013 - Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) brings back the Live Great Run on 15 September, following its inaugural success last year which attracted close to 5,000 runners.

The Live Great Run 2013, one of the biggest events under the company's "Live Great Programme" is designed to inspire Malaysians to lead a healthy lifestyle by being physically and mentally fit, not just for themselves but also for their loved ones. It is the company's ongoing resolve as a LIFE company, to encourage customers to take ownership of healthy living and supporting them through holistic initiatives.

Passionate runners can test their endurance in the 12km Run by overcoming hurdles along the race route, as they would challenges in life. A hit with the runners last year, the fun-filled 3km Run requires runners to team up with loved ones and don an oversized double t-shirt for the run.

Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern Life who participated in the 3km run with his wife last year said, "We are very excited to organise the Live Great Run for a second year. Last year was a great start, and this year we continue the "Live Great" journey to actively support our customers in their quest to live healthier, better and longer and rewarding them for their efforts."

Flagging off at Menara MATRADE Kuala Lumpur at 7 a.m., the 12km Run will take runners past parts of the scenic Bukit Tunku, Lebuhraya Mahameru, Jalan Kuching and Persiaran Dutamas. The 3km Run will start shortly thereafter at 7:15 a.m.

The Live Great Run 2013 is limited to the first 6,000 participants for both the 12km and 3km race distances. Registration has already begun and will close on 30 August 2013. Registration fee is RM40 per person for the 12km Run and per pair for the 3km Run. Runners who register by 30 June will enjoy the early bird rate. Thereafter, it will be RM50. Great Eastern Life "Live Great" members and OCBC credit card members will enjoy the rate of RM40 throughout the registration period. To be eligible for the run, runners must be 16 years old and above as at 31 December 2013.

In the months leading up to the Live Great Run, a series of running clinics will be held in August and September to guide runners on proper running techniques to achieve a fun and injury-free running experience. Apart from that, runners can log on to greateasternlivegreatrun.com to obtain weekly running articles and training programmes to prepare them for the run.

Besides the attractive prize money for the top five winners in each category of the 12km Run, there are other fun prizes up for grabs in the 3km Run such as "Best Headgear", "Biggest Age Gap" and "Best Dance Moves".

This run is made possible with the participation of Great Eastern Life's valued partners such as OCBC Bank, the Official Bank; Brooks, the Official Apparel partner; as well as Milo, Nestle Fitness, 2XU Compression, Perskindol, Yogood, Anlene, OatKrunch and Eagle Brand. The appointed race organiser is Hivelocity Events Sdn Bhd, a sports events management company with proven track records in organising international-standard runs.

Runners who are keen to register for the run can log on to Great Eastern Life Live Great Run official website at greateasternlivegreatrun.com. For further inquiries on the run, participants can drop an e-mail to livegreatrun@myraceonline.com or contact 03 7960 2325 (Monday to Friday, 10a.m. to 5p.m.)

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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 RM59.6 billion in assets, over 2.9 million policies in force and a network of 17,000 agents nationwide as at 31 December 2012. 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 greateasternlife.com

ABOUT GREAT EASTERN HOLDINGS LIMITED

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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