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## **MEDIA RELEASE**

For Immediate Release

### **GREAT EASTERN LIFE INVESTS RM20 MILLION IN AGENCY TRANSFORMATION PLAN**

Targets to increase life planners' productivity by 50% by 2017

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Kuala Lumpur, 13 June 2013 – Having the highest agency pool of 17,000 life planners, the largest and most established life insurance company in Malaysia, Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) today announced that it will invest RM20 million in its agency transformation plan that involves major training facilities upgrade, new training curriculum and agency support services. This strategic plan aims to recruit and retain talents as well as enhance the Company's life planners' professionalism and increase their productivity by 50% come 2017.

The event "Transformation Towards Excellence – Evolution of Centre for Excellence and Life Planning Advisors Graduation Ceremony" was held at Menara Great Eastern. Present are Dato Koh Yaw Hui, Director and Chief Executive Officer; Mr Song Hock Wan, Chief Distribution Officer and Mr Andy Ng, Senior Vice President and Head of Centre for Excellence.

Under the agency transformation plan, Great Eastern Life's training centre namely Centre for Excellence will receive an extensive face-lift with its expansion to accommodate a 60,000 sq ft training space and additional training facilities such as theatre style auditoriums, cafeteria, grooming rooms and state-of-the-art training equipment, making it the biggest training centre for the Great Eastern Group. Scheduled for completion by end of this year, the Centre for Excellence which is located at Level 6 of Menara Great Eastern is meant to be cutting-edge in all aspects; designed to provide its agency force an unrestrictive and comfortable training and learning space.

On top of that, Great Eastern Life is partnering with an established private university to develop a new training curriculum which focuses on functional and leadership competencies. The life planners will then be equipped with in-depth financial knowledge and leadership skills, setting them with a competitive advantage. Great Eastern Life is also establishing the Great Eastern Life Planning Advisory Services Centre (GELPAS), a new life planner support centre which provides a one stop financial solution centre

for its Life Planning Advisors (LPA), a group of Great Eastern Life's very own professional agents who have graduated from the Life Planning Advisor Programme.

Held in conjunction with the announcement of the agency transformation plan, the Life Planning Advisors' Graduation Ceremony sees 176 Life Planning Advisors graduate to join the throng of 2,300 professional LPA in offering financial planning and solutions to meet the expectations of increasingly sophisticated policyholders. The LPA Programme is Great Eastern Life's signature certification programme specially designed to equip life planners with the competency to provide comprehensive life planning advisory covering protection, education, retirement and essential estate planning solutions to policyholders.

"This transformation plan is a strategic move necessary to bring our life planners to greater heights, setting a new industry benchmark as they become the most trusted and professional life planners in Malaysia. This is made possible by providing them with an environment conducive to learning, best-in-class training curriculum and support services," shares Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern Life.

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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 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 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).*

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