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MEDIA RELEASE

For Immediate Release

Map Out Your Child's Future With Great EduScholar *Top Five Universities in the world – no longer just a dream*

Kuala Lumpur, 2 May 2013 – Education is every parent's greatest concern and the planning starts from the day the beloved child is born. Parents' devotion to their children education is meticulous with no effort or expense spared in giving the best to their child. The journey begins as early as pre-school with the planning mapped out right through to tertiary education with some unashamedly extending into career planning after graduation. "Such dedication inspires us to develop Great EduScholar, an education plan that goes beyond a traditional education plan. It is designed to support the parents and the child throughout all the important milestones in their education journey," says Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life).

"In fact, we went another step further to embed two unprecedented benefits to make the educational journey inspiring. Firstly, an internship programme during the varsity years. With our recognition as one of the Malaysia's 100 Leading Graduate Employer for four consecutive years from 2009 to 2012, we believe the experience gained will provide a head start in their career after graduation. Secondly, a scholarship programme, not just any scholarship programme but one that will help make possible the dream to study at the top five universities in the world, the like of Stanford, Harvard, Oxford just to name a few. The tuition fee in one of these top universities could easily top half a million in today's term which is beyond the reach of most of us. This is our way of helping parents inspire their child to reach for their fullest potential. We believe the brightest of our future leaders should not be held back by financial consideration," enthuses Dato Koh.

Great EduScholar's benefit design is tailored to mirror a child's educational journey with benefits utilisation becoming available as early as the child's age of 12. This is the age where every school going children will take their first national examination, thus parents will make extra effort to put the child on the path of educational excellence. In a significant departure from the market's education plans where cash reward is typically conditional on the insured child achieving a minimum number of

As, Great Eastern Life decided to make the guaranteed cash payment unconditional regardless of the result of the child insured.

“We understand that parents may want to invest in additional educational aids besides providing an incentive reward for their child to excel. This way the parents get to utilise the guaranteed cash payment in a manner that is best suited for their child. This thinking is evident throughout the design of the plan as the next guaranteed cash payments coincide with the next two national examinations at the age of 15 and 17. We want to make sure that we will be right there with the parents to help them put in place the best available to secure their child’s future,” continues Dato Koh.

Once the child steps into the pre-university stage, the quantum of the guaranteed cash payments will increase significantly and at the same time, become an annual affair until he or she graduates. This is to mirror the annual fee structure of tertiary education so that the parents can plan with certainty that the fund will be there when they need it most.

“While most education plans in the market focus on providing maturity benefit, we have mapped out the entire education journey of a child from primary to tertiary, not forgetting the internship and scholarship programme to inspire our children to dare to dream because we are not just a life insurance company anymore. We are a Life company,” concludes Dato Koh.

To discover more on Great EduScholar and its benefits, log on to greateasternlife.com or contact Great Eastern Life’s Customer Service Careline number at 1300-1300 88.

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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 S\$61.0 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 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 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'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 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.

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