

5 April 2013

MEDIA RELEASE

For Immediate Release

Making Life Great for Underprivileged Children

Staff Share and Care the Great Eastern Life Way

Kuala Lumpur – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) through its long term charity project, ChildrenCare, recently brought meaning to the term ‘joy of giving’ to the underprivileged children in Rainbow Home, Cheras.

Themed ‘A Token from the Heart’, staff at Great Eastern Life’s head office went on a one week fundraising campaign and successfully raised RM9,000 for the home. The collections will be used to purchase daily necessities and a water-filtering system in an effort to improve the quality of life for over 30 children in the home.

While presenting the cheque, Great Eastern Life volunteers also took the opportunity to host a healthy lunch for the children. It was a heart-warming scene at the home when close relationships were formed as the volunteers and children teamed up to play on the live-size ‘Snake and Ladder’ set. The volunteers also spent quality time teaching the children how to craft their own fridge magnet made of clay, and were left impressed by the creativity they demonstrated.

Great Eastern Life’s Director and Chief Executive Officer, Dato Koh Yaw Hui, said, “Great Eastern Life is not only committed to the growth of the company but also in contributing back to the societies in which we operate. Corporate social responsibility remains an integral part of our daily operational activities. This is only made possible by the tireless support demonstrated by our staff and agents”.

<End>

ABOUT CHILDRENCARE

Launched in 1995, the ChildrenCare Charity was initiated to instil the spirit of caring and sharing amongst Great Eastern's staff and members of the agency force. Over the past 16 years, around RM1.77 million has been donated to more than 174 children charities across Malaysia via ChildrenCare. Each year, staff and members of the agency force work together to raise funds from the public, which are all fully donated to benefit children in need. Apart from fund-raising and making donations, ChildrenCare is also supported by I-Pledge Volunteers from Great Eastern's pool of staff who pledged as volunteers, offering up their own free time to assist in ChildrenCare activities that goes beyond the ordinary approach of helping underprivileged children. The activities arranged for children are not only designed to be fun, but to also essentially include educational, motivational and inspiring elements, as well as raise awareness on environment, cultural and heritage protection. Examples of activities include "Together We Experience Nature", "Going Green with Effective Microorganisms", "Reading To The Blind", "ChildrenCare Camp with Children of Aborigines", "Fun and Easy Learning English", "ChildrenCare Arts and Crafts Day", etc.

For more information about or to donate to ChildrenCare, please contact ChildrenCare Careline at 03-4259 8788.

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 \$57 billion in assets and around 4.0 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 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 500 branches and representative offices in 15 countries and territories, including about 400 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

For media queries, please contact: -

Ms. Leong Pei Yee

Manager, Brand and Communications

Tel : 03 - 4259 8769

Fax : 03 - 4259 8798

H/P : 019 - 226 3531

E-Mail : LeongPeiYee@greateasternlife.com

or

Ms. Wong Fong Yee

Assistant Manager, Brand and Communications

Tel : 03 - 4259 8740

Fax : 03 - 4259 8798

H/P : 012 – 286 0880

E-Mail : WongFongYee@greateasternlife.com