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MEDIA RELEASE

For Immediate Release

Great Eastern Life's Customer Centric Wealth Accumulation Plans

Kuala Lumpur, 7 February 2013 – Rain or shine, it is always a good habit to set aside a savings, not only for a more comfortable life during our golden years but also to shield our loved ones from financial crisis should any unexpected occurs. With this in mind, Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) launches a new range of endowment plans today to help consumers accumulate and protect their wealth for the future.

The launch covers a comprehensive range catering to customer's affordability and preference over the tenure of savings across all segments of customers, from the mass market to the affluent. Catering to the affluent, Great Premier Wealth allows customers to choose from a savings period of 5 years or 10 year combining with a benefit period of 20 years or 25 years. This allows customers of various life stages to customise a savings plan that will suit their time horizon as well as their savings goals.

The other plan, Great Wealth Accumulator, is not only affordable but a smart way towards wealth accumulation. Great Wealth Accumulator provides a steady savings period of 15 years or 20 years while the benefit period stretches up to 30 years or up to life assured's age 70 years.

The new range is designed with customer centricity in mind with benefit realisation in the form of guaranteed cash payment coming out as early as policy year 1 for Great Premier Wealth and policy year 2 for Great Wealth Accumulator. For Great Premier Wealth, the guaranteed cash payment will continue every year during the entire benefit period of the chosen 20 or 25 years with the annual payments hiking from policy year 6 onwards. As for Great Wealth Accumulator, the guaranteed cash payment will continue on a biannual basis until the completion of the savings period and thereafter, hiking from 5 per cent to 8 per cent of basic sum assured and continuing on an annual basis until the completion of the benefit period of the chosen 30 years or up to age 70.

"This unique design allows customers access to the wealth accumulation and can act as a contingency fund in the event of the unexpected besides giving customers the flexibility on the benefit utilisation; defraying your children's education cost, supporting early retirement or rewarding yourself with a well-deserved holidays," said Great Eastern Life's Director and Chief Executive Officer, Dato Koh Yaw Hui.

“Should accidental death occur before the end of the policy term or before age 65 years of the policyholder’s next birthday, whichever is earlier, your nominated loved ones will receive double the sum assured. It is prudent to reserve our funds so that you can achieve your financial goal and to protect your loved ones,” continue Dato Koh,

More information on the endowment plans can be found at www.greateasternlife.com or by contacting Great Eastern Life’s Customer Service Careline number at 1-300-1-300-88.

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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 RM53.7 billion in assets, over 2.9 million policies in force and a network of 17,000 agents nationwide as at 31 December 2011. 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 www.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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