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## **MEDIA RELEASE**

For Immediate Release

### **GREAT EASTERN LIFE RATED TOP GRADUATE EMPLOYER IN INSURANCE FOR FIFTH CONSECUTIVE YEAR**

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Kuala Lumpur – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) has been recognised for the fifth consecutive year as one of the best places to work at in the Malaysia's 100 Leading Graduate Employer 2013 list.

More than 12,000 Malaysian students and fresh graduates from universities in Malaysia took to the polls to vote for their employers of choice through the Trendence Graduate Barometer 2013, and Great Eastern Life emerged tops again as the choice employer for the insurance sector, the longest-running record for the industry.

Director and Chief Executive Officer of Great Eastern Life, Dato Koh Yaw Hui shares with the staff of Great Eastern Life the pride of the organisation in maintaining the leading position as the preferred workplace within the industry and attributes its success to the strong 1 Great Eastern Family spirit of teamwork and togetherness as well as the Human Capital Division's strong efforts in people development. Said Dato Koh, "In redefining our purpose as a LIFE Company to help our customers and employees on their journey to achieving their best intentions in living healthier, better and longer; our employees, who are our brand ambassadors to their family, friends, associates and their circle of influence – are encouraged to live great and stay healthy so that we can be there longer for our loved ones. To this end, Great Eastern Life empowers its staff to take charge of their health and wellness through its LIFE Programme, as well as other staff engagement and teamwork-building initiatives such as the Making Life Great (MLG) initiatives and the annual 1Great Eastern Family Carnival; in order to enhance its staff's quality of life and promote work-life balance whilst making the environment at the organisation the place where one would choose to work at in Malaysia."

Staff engagement, as well as people development remains central to not only building skills, but also relationships at Great Eastern Life. The Company therefore strongly believes in investing in people. According to Senior Vice President and Head of Human Capital Datin Nancy Lim, "All companies out there play a major part in contributing towards the national talent agenda. At Great Eastern Life, from the day a new staff comes onboard the organisation, they are offered comprehensive training to orientate them into their roles and new working environment as well as providing them with continued professional development throughout their career with Great Eastern Life. The Company places strong emphasis on promoting internally and in its pursuit of grooming in-house talent, Great Eastern Life also supports education at the workplace through its Educational Assistance Programme that allows for staff's study leave, examination subsidies, professional memberships, course fee assistance and special salary increments upon successful completion of courses or passing of professional papers. In addition, Great Eastern Life also offers transcendent rewards to employees

who excel through Chairman's Awards, recognise long-term service through Annual Appreciation Awards, and other incentives."

In supporting growing minds and talents of the future to promote sector talent development, Great Eastern Life annually offer scholarships to students under its Great Eastern Supremacy Scholarship Awards and provide internship opportunities as well as Management Trainee programmes that facilitates on-the-job training for fresh graduates.

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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).*

### **ABOUT GREAT EASTERN HOLDINGS LIMITED**

*Great Eastern Life 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 and 2013 by Asia Insurance Review. Great Eastern Life's asset management subsidiary, Lion Global Investors Limited, is one of the largest private sector asset management companies in Southeast Asia.*

*Great Eastern Life 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 more information, please visit [greateasternlife.com](http://greateasternlife.com)*

For media queries, please contact: -

Ms. Juliet Wong  
Assistant Vice President and Head, Brand and Communications  
Tel : 03 - 4259 8879  
E-Mail : [JulietWong@greateasternlife.com](mailto:JulietWong@greateasternlife.com)