

7 November 2013

## **MEDIA RELEASE**

For Immediate Release

### **GREAT EASTERN LIFE SPENDS RM 3MIL TO UPGRADE KOTA KINABALU BRANCH**

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Kota Kinabalu, 7 November 2013 - Located on Jalan Gaya at the heart of Kota Kinabalu, the twelve-storey Wisma Great Eastern is a prominent landmark. The branch office recently underwent a RM3 million face-lift to provide an enhanced customer experience for all Great Eastern Life Assurance (Malaysia) Berhad's (Great Eastern Life) customers and agency force.

"Kota Kinabalu branch is the first East Malaysia branch selected for the staggered refurbishment plan for all Great Eastern Life branches given its prominence in the Sabah Region. As at September this year, Kota Kinabalu branch contributed 58% to Great Eastern Life's Total Weighted New Business Premium in the Sabah Region, amounting to RM8.3 million," says Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern Life at the launch event of the newly refurbished branch office attended by Senior Management Team of Great Eastern Life, agency force and customers.

The face-lift includes installation of new metal cladding to the building exterior to fortify the building façade, while at the same time adding more aesthetic values to its interior. The customer service floor on level 4 receives extensive upgrades with contemporary interior design and modern furnishing to enhance the comfort level of the customers waiting to be served by our customer service officers.

"As a LIFE Company, we make it our responsibility to actively help and reward our customers to live healthier, better and longer through an industry-first integrated Live Great programme. To inspire our customers to turn their healthy intentions into actions, the Live Great Programme has put in place many interesting platforms such as the wellness tools, health tips, mobile apps, workshops and events and exclusive privileges for our customers to assist them along their life journey. We are changing the way we look at life insurance," adds Dato Koh. He continues, "We want our customers to feel engaged when they visit our branch office and see that we are constantly striving to meet their evolving needs. We believe that the upgrading of our Kota Kinabalu branch office will elevate the customer experience for our valued customers and agents, delivering undifferentiated service excellence," enthuses Dato Koh.

In conjunction with the launch event, Great Eastern Life, through its community charity project ChildrenCare presented a mock-cheque of RM40,000 to four local children homes in Kota Kinabalu. They are San Damiano Hostel, Mother of Divine Grace Hostel, St. Maria Goretti Hostel, and St. Theresa Hostel. This much needed contributions will be used to purchase necessities such as groceries, household items, electrical items, computers, kitchen appliances and furniture for the underprivileged children residing in these homes.

“Corporate social responsibility has always been something that is very dear to our hearts. We are committed to making a positive difference to the communities we serve. Through ChildrenCare, we have donated more than RM1.8 million to 180 children homes in Malaysia over the past 18 years and worked hand-in-hand with *Jabatan Kebajikan Masyarakat* and non-governmental organisations on various children welfare programmes. I sincerely hope that our contribution will help these children, even in a small way,” adds Dato Koh.

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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 RM62 billion in assets, over 2.9 million policies in force and a network of 17,000 agents nationwide as at 30 June 2013. 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 S\$59.5 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 group also operates in China, Indonesia, Vietnam, and Brunei. The 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 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 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.*

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

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