



MEDIA RELEASE

For Immediate Release

FIND SUCCESS IN RELATIONSHIPS AND WEALTH THROUGH THE ART OF BAZI PROFILING

Kuala Lumpur, 11 October 2013 - Did you know that by profiling your BaZi, you can enhance your life and discover your true potential and ultimately turn challenges into possible opportunities for greater success?

BaZi profiling is an ancient tool of personality profiling that describes key features of one's personal style that will influence his or her approach to tasks, ways of interacting with people, performance at work and money management skills. The attendees will gain an insight into their unique personal characteristics and behaviours and also learn about peach blossom activation through feng shui to enhance one's likeability among friends, colleagues and most importantly their life partners.

Come and be inspired by the Joey Yap, the renowned Feng Shui and Chinese Astrology Consultant at The Smart For Life Tea Talk, presented to you by Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life). The Smart For Life Tea Talk is part of Great Eastern Life's "Live Great Programme", a first integrated health and wellness programme by an insurance company in the region which inspires its customers to live healthier, better and longer by turning their good intentions into actions.

"With the "Live Great Programme", we strive to inspire others to take ownership of healthy living and support them through holistic approaches. We are very pleased to have Joey Yap on board with us again this year to share his expertise on the art of BaZi profiling. I can guarantee that it would be an intriguing afternoon for all the attendees," says Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Great Eastern Life.

The Smart For Life Tea Talk will take place at 12 noon on Saturday, 9 November at HGH Convention Centre Kuala Lumpur. Registration starts at 11a.m. There will be a host of booth activities, exclusive discounts by Great Eastern Life merchants and a lucky draw at the end of the talk. The admission fee is RM25 per ticket; for ticket booking, please call 1300 1300 38 or email marketing-my@greasternlife.com before 1 November 2013.

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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 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

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