



## MEDIA RELEASE

For Immediate Release

### CELEBRATING LIFE WITH GREAT EASTERN

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Kuala Lumpur, 4 October 2013 – Leading life insurer in the country, Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) along with its sister companies Overseas Assurance Corporation (Malaysia) Berhad (OACM) and Great Eastern Takaful Sendirian Berhad (GETSB) came together as a family with staff during their Annual Dinner and Dance (AD&D) at Kuala Lumpur Convention Centre recently.

Themed '*Celebrating LIFE, Celebrating The Gold In You*', the event saw staff garbed with a touch of gold for the occasion with pre-events and events on the night using a sports theme in line with the Company's health and wellness focus.

Earlier this year, the Company also launched its LIFE programme to help empower staff to take charge of their health and wellness. According to Great Eastern Life Director and Chief Executive Officer Dato Koh Yaw Hui, "The employees of Great Eastern are our best ambassadors in our new purpose to be a LIFE company, as we help not only our customers on their journey to living healthier, better and longer; but we also aim to live great and strive to stay healthy ourselves so that we can be there for our loved ones."

Said Dato Koh, "The AD&D theme this year reminded staff that although most athletes and sportspersons are born with physical talent just like Olympians and Spartans of the past, the rest of us too have that bit of 'gold' spark that glows from within and is a driver that propels us to great success together. Therefore as we celebrated our largest annual staff event together, we also took the opportunity to remind ourselves to take the initiative to make life great not only for ourselves, but to those around us as well."

The Companies also helped its local communities, particularly children in need. Raffle tickets sold to staff to raise funds for its ChildrenCare charity that benefits over 180 children charities across Malaysia, came in at RM27,306 for this year's AD&D.

Leading up to AD&D 2013, the Company conducted several pre-events revolving around the theme such as a '*Vote For Me*' photo contest and a '*Vote For Us*' team video contest that gave away cash prizes. On the night itself, staff walked away with prizes such as 52" 3D TV, 46" LED TV, Blu-Ray player, travel package, vouchers, smartphones, computers, laptops, etc. – over 600 prizes were given away to staff as part of the event. The much-anticipated *Sparta 2.0* finals of the staff AD&D contest that saw more than RM13,000 in total cash prizes for four teams had a judging panel that included singer Ning Baizura as well as wellness guru Wong Yu Jin.

Five staff and five teams also received the Chairman's Awards for 2013 that night – the award is presented annually to outstanding employees across the three local companies who, during the course of the year demonstrated exemplary service and dedication above and beyond their areas of responsibilities.

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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](http://greateasternlife.com)*

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