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MEDIA RELEASE

For Immediate Release

***RM5,000 Donation to Yayasan Jantung Malaysia,
Great Eastern Life Encourages Everyone to Live Great From the Heart!***

Kuala Lumpur, 27 September 2014 – In conjunction with World Heart Day 2014, Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) as the main sponsor of The Heart Exhibition 2014 strode hand in hand with Yayasan Jantung Malaysia (YJM), National Heart Association of Malaysia (NHAM), Women’s Heart Health Organisation (WH2O) and the Institut Jantung Negara (IJN) to support a noble effort in creating awareness and educating the public at large about the heart.

The Heart Exhibition held in Mid Valley Exhibition Centre witnessed more than 52,000 visitors from all walks of life coming together to learn about the number one killer disease in Malaysia. With the theme Live Great from the Heart, Great Eastern Life focused on demonstrating the importance of keeping a healthy heart as a start to a great life. And in line with their brand aspiration as a LIFE Company, Great Eastern Life wanted to inspire people to turn their health intentions into actions so that they can live healthier, better and longer for themselves and their loved ones through various health and wellness events and initiatives under the Live Great Programme.

Speaking to the media during the official launch, Dato Koh Yaw Hui, Director and Chief Executive Officer (CEO) of Great Eastern Life stressed, “There will never be another you. By turning your health intentions into actions, you are taking the right step to live healthier and better, not only for yourself but more importantly for your loved ones. We are here to help and encourage Malaysians to start making little changes in life through health and wellness engagement activities which have been carefully put together in our Live Great Programme.”

The Live Great Programme is the region’s first integrated health and wellness initiative which incorporates wellness tools, health tips, mobile apps, workshops and events, and exclusive privileges for public at large to embark on their Live Great journey. During the two day event, visitors were

introduced to the Live Great Programme as they entered the Great Eastern Life booth. Upon registration, visitors were also handed with an activity card to earn stamps upon completion of health and wellness challenges and redeem exclusive merchandises from Great Eastern Life.

Two simple challenges were specially designed for visitors to start their Live Great journey. I LOVE FOOD Challenge enabled visitors to be aware of healthy meal options which are good choices for their wellbeing. Visitors were also engaged with the Fitness Challenge where they held simple yoga stances such as the tree, warrior and chair pose for 20 seconds while understanding the benefits of yoga as a great form of exercise.

During the VIP tour to Great Eastern's Booth after the launch, Dato Koh Yaw Hui also presented an additional RM 5,000 donation to Datuk Dr J.S Sambhi, Chairman and Founder of YJM, in the presence of Dr Zainal Ariffin Omar, Deputy Director of Disease Control Division, Ministry of Health.

For more information on Great Eastern Life's Live Great Programme, please log on to livegreat.greateasternlife.com.

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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 RM63.5 billion in assets, over 2.9 million policies in force and a network of 17,000 agents nationwide as at 31 December 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 is the oldest and most established life insurance group in Singapore and Malaysia. With S\$61.8 billion in assets and around 4.7 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 Indonesia, Vietnam and Brunei and has a joint venture in China as well as a representative office in Myanmar.

It was named Life Insurance Company of the Year at the Asia Insurance Industry Awards in 2011 and 2013 by Asia Insurance Review. The Great Eastern Life Assurance Company Limited has been assigned the financial strength and counterparty credit ratings of "AA-" by Standard and Poor's since 2010, one of the highest among Asian life insurance companies. 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 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 450 branches and representative offices in 15 countries and territories, including about 330 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

For more information, please visit greateasternlife.com

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