

11 February 2014

MEDIA RELEASE

For Immediate Release

First-of-its Kind Interactive Centre for Health and Wellness

Great Eastern Life unveils Live Great Space to encourage Malaysians to live healthier

Kuala Lumpur – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) today launched the Live Great Space, an interactive centre designed to support Malaysians in their quest towards achieving a healthier lifestyle via a series of health and wellness workshops and events. Conveniently located at the lobby of Menara Great Eastern, the Live Great Space provides an opportunity for the community to participate in health and wellness related activities at the specially constructed space. Great Eastern Life's various Live Great partners who are industry leaders in their respective fields, can now provide customers and the public with expert advice and professional support to help them achieve their health goals, at a single unified location.

Visitors to the Live Great Space will be able to '*discover*' their health status via complimentary health checks, obtain '*recommendations*' on areas for improvement through consultation and counselling and will be guided to take the necessary '*action*' to better their health via special privileges offered by Live Great merchant partners. The Space complements the five core pillars of the Live Great Programme, which are workshop and events, wellness tools, health tips, mobile apps and exclusive privileges.

"As a LIFE company that is committed to helping Malaysians live healthier, better and longer, Great Eastern Life has set up the Live Great Space, designed with the welfare of our customers and members of the community in mind. The Live Great Space is an interactive centre that extends the reach of our health and wellness support by sharing knowledge on health and wellness related matters at a centralised on-ground venue," said Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern Life.

Commented Dato' Seri Dr Hilmi Yahaya, Deputy Minister of Health Malaysia, who officiated at the launch of the Live Great Space, with Dato Koh witnessing, "The Ministry of Health has always welcomed the private sector to initiate efforts that can help improve the health of Malaysians. Great Eastern Life's Live Great Space is one such initiative that can contribute to better health and wellness. I commend them for their endeavours to improve the physical and mental health of the people, and I encourage other corporations to come forward to share similar knowledge."

The Live Great Space features self-service iPad kiosks showcasing health and wellness tools such as an online portal with health care tips, mobile applications and health trackers. The space is also ideal for talks and workshops. In conjunction with the launch, Live Great partners including Celebrity Fitness, BP Healthcare, GNC LiveWell, and Athlete's Circle were on hand to advise visitors on health and wellness matters. Activities on the launch day included health status checks, nutrition counselling, supplements consultation, fitness consultation and demonstration of the activity tracker and fitness challenge.

Live Great Programme

Live Great Programme, the first integrated health and wellness programme by an insurance company in the region, was launched by Great Eastern Life in April 2012 and is currently in its second year. The programme is designed to inspire Malaysians to lead a healthy lifestyle by being physically and mentally fit, not just for themselves but for their loved ones.

Great Eastern Life today also launched its Live Great Health and Wellness mobile app. The app allows users to discover their health status, receive information and health tips to guide them towards improving their current health, and enjoy promotions from Live Great partners. The Live Great Health and Wellness app can be found at greateasternlife.com/my/app.

Under its Live Great Programme, Great Eastern Life has organised several major events including the popular Live Great Run in 2012 and 2013 which attracted over 10,000 participants. The 2014 Live Great Run will take place in November.

To further share knowledge on health and wellness, Great Eastern Life has also organised health fairs, seminars and workshops. Live Great Guides were also introduced as handy reference material for easy reading. It contain tips on wide-ranging health and wellness topics, including how to stay healthy, how to cope with health challenges, how to maintain your fitness and handle stress, as well as lifestyle tips on parenting and finance -- essentially, everyday tips on how to Live Great.

In addition, Great Eastern Live Great Card holders can enjoy many exciting rewards and benefits, including exclusive privileges at over 700 participating partner establishments across Southeast Asia.

- ends -

ABOUT GREAT EASTERN LIFE ASSURANCE (MALAYSIA) BERHAD

Great Eastern 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 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 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).

For more information, please visit greateasternlife.com

ABOUT GREAT EASTERN HOLDINGS LIMITED

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$60.9 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 Indonesia, Vietnam, Brunei and China. 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.

Released by Rantau PR Sdn Bhd on behalf of Great Eastern Life Assurance (M) Berhad

For media information, please contact:

Adeline Phun
Account Director
Rantau PR Sdn Bhd
adeline@rantaupr.com.my
012-711 0075