



POST RELEASE

(For immediate release)

SUPERHEROES IN FULL THROTTLE AT LIVE GREAT RUN

Thousands including underprivileged children dressed in superhero outfits ran the Great Eastern Live Great Run.

KUALA LUMPUR, 12 November 2014 – The Live Great Run 2014 which took place last Sunday, 9th November 2015 at Menara MATRADE Kuala Lumpur crossed the finish line with great success and camaraderie. Organised by Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life), the event attracted more than 6,200 runners locally and internationally, mortals and ‘superheroes’.

Hosted by the energetic duo of DJ Liang and Linora Low, the Live Great Run 2014 began with a roar as more than 4,600 runners were flagged off for the 12km run. Unfazed by the slight drizzle, runners were paced by all-time favourite superhero figures such as Ironman, Thor, Catwoman and Spiderman along the way.

The superheroes were also joined by other runners in the 3KM Buddy Run and 3KM Family Run who were all powered up in their personalised superhero suits. A family of eight who called themselves Team Ihsani came forth full throttle in their handmade superhero outfits such as the character Supergirl, Hawkgirl and Wonderwoman. On top of that, little mini heroes were also spotted running under the watchful eyes of big brothers and sisters in the “Run with a Child” campaign.

Initiated by Great Eastern Life ChildrenCare in conjunction with the Live Great Run 2014, the “Run with a Child” campaign kicked off on a positive note as Director and CEO of Great Eastern Life, Dato Koh Yaw Hui shared, “Our ChildrenCare initiative focuses its efforts in helping underprivileged children under the care of Jabatan Kebajikan Masyarakat (JKM). In line with our brand aspiration of being a LIFE Company, we want to inspire underprivileged children to

discover their potential in life through the three core pillars of education, health and wellness as well as personal development.”

“Run with a Child” also aims to inculcate healthy habits among the underprivileged children in a fun way while instilling the spirit of volunteerism within the Great Eastern Life organisation. 50 enthusiastic staff undertook to chaperone as big brothers and sisters to 50 underprivileged children from Rumah Kanak-Kanak Tengku Budriah, Cheras dressed in full superhero gears as they set off in the 3KM Buddy Run.

“I had so much fun running as Robin!” exclaimed the pint-sized 11 year-old, R. Manium who was the first among his peers to cross the finishing line with his volunteer, Eric Yee from the Investment Department of Great Eastern Life.

The Live Great Run was designed to inspire Malaysians to lead a healthy lifestyle by being physically and mentally fit, not just for themselves but also for their loved ones. It is the Great Eastern Life’s ongoing resolve as a LIFE company, to encourage Malaysians to take ownership of healthy living and supporting them through holistic initiatives such as the Live Great Run.

This run is made possible with the participation of Great Eastern Life’s valued partners such as OCBC Bank, the Official Bank; Newton, the Official Apparel; 100 Plus, the Official Isotonic, True Fitness, the Official Fitness Partner as well as Anlene, BMS Organic, Boost Juice, BP HealthCare, Brands, Colgate, Nestle Fitness, Yakult and Yogood.

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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