

15 April 2014

## **MEDIA RELEASE**

For Immediate Release

### **GREAT EASTERN LIFE OPENS RM20 MILLION STATE-OF-ART TRAINING CENTRE**

Aims to enhance the professionalism and distribution capabilities of its life planners

Kuala Lumpur – Following last year’s announcement of its RM20 million revolutionary agency transformation plan ‘Transformation towards Excellence’, Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) officially opens its all-new **Great Eastern Life Centre for Excellence** (CFE) today. This state-of-the-art training centre will see to uplift the professionalism of its 17,000 agency force nationwide, enabling them to deliver the industry’s most trusted and professional advice.

Datuk Hj. Ahmad bin Hj. Maslan, Deputy Finance Minister officiated the opening of the all-new CFE together with Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern Life located at Menara Great Eastern, Kuala Lumpur today.

At 60,000 square feet, the CFE can house more than 2,000 life planners at any one time for trainings and workshops. This all-new Centre for Excellence, located at level 6 features a 1,000-capacity great hall, 2 theatre-styled auditoriums, 13 training rooms, 7 discussion rooms, a video conferencing room to promote virtual learning and discussion, IT rooms, an exclusive Premier Business Lounge and a Live Great cafeteria.

In addition, Great Eastern Life has entered into a smart partnership with several leading industry practitioners and with HELP University as the Project Manager and lead consultant, to design the best-in-class training curriculum to support their goal to cultivate a professional agency force through a Competency Model which focuses on aspirational, functional and leadership competencies.

“The best-in-class training curriculum has been carefully designed to provide a holistic learning experience that will not only support our existing field force and raise their level of competency and skills to effectively and consistently drive success and deliver service excellence to all our customers. It also serves as a unique attraction to drive our recruitment initiatives and retain talents as we remain

committed to develop our human resource and enhance talent management within the industry. I believe that this strategic initiative will propel our agency force to be recognised as the most trusted and professional life planners in Malaysia,” says Dato Koh.

The Great Eastern Life Centre For Excellence is located at Level 6, Menara Great Eastern, Jalan Ampang, Kuala Lumpur. For more information, please log onto [greateasternlife.com](http://greateasternlife.com)

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Issued on behalf of **GREAT EASTERN LIFE ASSURANCE (M) BERHAD** by **PAT-LIN COMMUNICATIONS SDN BHD**. For further information, please contact Hasvinraj at 03-76600400 ext 512/018-2044694 or email [hasvinraj@patlin.com.my](mailto:hasvinraj@patlin.com.my)/ Harmini Nair at 03-76600400 ext 513/016-2536206 or email [harmini@patlin.com.my](mailto:harmini@patlin.com.my)

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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 Life 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 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 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](http://greateasternlife.com)*