

MEDIA RELEASE

For Immediate Release

INSURING THE NATION WITH PROFESSIONAL LIFE PLANING ADVICE *Great Eastern Life Welcomed 7th Batch of Life Planning Advisors*

Kuala Lumpur, 17 July 2014 – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) recently welcomed 335 graduates from its signature Life Planning Advisors (LPA) Programme, an in-house professional training programme that has produced more than 2,400 LPAs to date since its introduction in 2006.

The LPA Programme consists of eight modules designed to equip life planners with the competency to provide comprehensive life planning advisory covering protection, education, retirement and essential estate planning solutions to consumers. The company's statistics showed that LPA graduates are able to provide a much more personalised and professional advice to consumers and has a higher activity ratio compared the overall activity ratio of the agency force.

“The professionalism of our agency force is paramount to Great Eastern Life’s success. We believe with the LPA programme, our life planners will be better skilled to deliver a customised and comprehensive professional advice to customers, complementing the government’s effort in achieving a well-insured developed nation by year 2020,” said Dato Koh Yaw Hui, Director and Chief Executive Office of Great Eastern Life at the graduation ceremony.

Earlier this year, Great Eastern Life has invested a significant RM20 million in its agency transformation plan which include the all new state-of-the-art Centre for Excellence (CfE) training facility and a first integrated competency-based training curriculum by a financial institution to elevate the professionalism of its 17,000 agents across Malaysia, aimed at increasing their productivity by 50% come 2017. Another RM6 million was also invested to develop a cutting-edge Learning Management System (LMS) to provide all life planners a platform for e-learning and interactive forums.

“Our effort in uplifting the professionalism of our life planners is to support their business aspirations to deliver the most trusted and professional financial planning advice to Malaysians. I am extremely proud of the achievement of our 7th graduating class of LPA and I am confident that the company is on the right path in developing talents to support the government’s vision to achieve a 75 percent insurance penetration rate in Malaysia to provide quality advice and professional services to ensure fair practices among our existing and future consumers. Ultimately, I believe the rise in our life planners’ competency will raise the bar not only within Great Eastern Life but also across the insurance industry,” added Dato Koh.

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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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