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## **MEDIA RELEASE**

For Immediate Release

### **GREAT EASTERN LIFE OFFERS RM1.5 MILLION IN SUPREMACY SCHOLARSHIPS FOR STUDENTS IN 2014**

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Kuala Lumpur – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) today announced that applications are open from 24 March 2014 to Malaysians for the annual Great Eastern Supremacy Scholarship Awards 2014 sponsored by the Company.

Great Eastern Life will be awarding 15 to 18 scholarships this year worth RM1.5 million for higher education in local public, local private and foreign universities. Recipients attending local public universities will receive RM15,000 per year – the highest amount ever paid out for local public university education. Meanwhile, those pursuing studies in local or foreign private universities will receive between RM25,000 and RM100,000 annually for tuition and living expenses.

Through its efforts in talent development for the financial sector, Great Eastern Life fully supports the nation's Financial Sector Blueprint to evolve a financial ecosystem that will best serve a high value-added, high-income Malaysian economy, while also having an increasingly important role in meeting the growing financial needs of emerging Asia by 2020.

Senior Vice President and Head of Human Capital Datin Nancy Lim said: "All companies out there play a major part in contributing towards the national talent agenda. As a LIFE Company, Great Eastern Life would like to help talented young Malaysians reach the right places, achieve their fullest potential and get an equal chance to a good education so that they are not held back by financial consideration. As the leading insurer in the country with RM63.5 billion in assets as at 31 December 2013, Great Eastern Life is able to offer a wide spectrum of career options such as actuarial science, accounting, business administration, marketing, mathematics, medicine, engineering, finance, law, psychology and much more. The Great Eastern Supremacy Scholars who benefit from the awards will therefore also have a headstart to a promising career in a leading organisation within the financial sector upon graduation".

True to an organisation that embraces the philosophy of making life great, Great Eastern Life is a passionate investor in people. On top of other long-standing initiatives, its keen support of the Life Office Management Association (LOMA) alone as one of its key education programmes continues to increase with each passing year for the past 24 years; leading to its recognition through winning the LOMA Education Achievement Award for the fifth consecutive year in 2013.

As a Company that has also been recognised for the fifth consecutive year as one of the best places to work at in the Malaysia's 100 Leading Graduate Employer 2013 list, this multi-award winning company is not only passionate about people development and building relationships through staff engagement, but also promotes work-life balance through its LIFE Programme initiatives whilst making the environment at the organisation the place where one would choose to work at in Malaysia.

With the low penetration rate in Malaysia for insurance and Takaful, there are plenty of growth opportunities for the insurance sector that sees a large talent gap. Smart and hardworking young talents in the industry could therefore look forward to competitive remuneration and education assistance.

Since its inception in 1998, 117 scholarships worth over RM7.9 million has been awarded by the Company in its contribution towards developing the minds of the nation's future generation. Great Eastern Life is now looking for the next Great Eastern Supremacy Scholars whom they can take to the right places by providing the support they need to reach their greatest potential.

Further information on the Great Eastern Supremacy Scholarship can be found via the Company's corporate website and applications can be submitted through [scholarship@greateasternlife.com](mailto:scholarship@greateasternlife.com) by 15 May 2014.

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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 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 Company 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 & Poor's since 2010, one of the highest among Asian life insurance companies. Great Eastern Life'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)*