

## **MEDIA RELEASE**

For Immediate Release

### **Great Eastern Life Pioneers Early Critical Illness Insurance Plan** First in Malaysia to offer a wellness programme that rewards customers

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**Kuala Lumpur, 21 April 2014** – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) achieves a breakthrough with Great Early Living Care, by being the first in Malaysia to offer an early critical illness insurance plan with guaranteed premium rates and a wellness programme to reward customers.

In recent years, health has become increasingly important to Malaysians with regular health screening fast becoming an essential part of their health programme. With the advent of medical technology, detection of critical illness at an early stage is very possible. This is when treatment is most effective, improving the chance of a complete recovery from the once feared critical illness. “With this in mind, we put our best actuaries together to formulate a methodology to guarantee the premium rate of early critical illness coverage, an uncharted territory given that no other insurer in Malaysia has ever provided such guarantee. Having been in the business for over a century, we fully understand the needs of our customers when it comes to financial protection. Customers want certainty when they put together a financial plan to complement their health programme to ensure that they will always be there for their loved ones. As a LIFE company, this has been our aspiration, to play a meaningful part of our customers’ efforts to live healthier and better,” enthuses Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern Life.

The Malaysian National Health and Morbidity Survey 2011 revealed some alarming statistics on Malaysian adults’ health conditions; 6.2 million have hypercholesterolemia, 5.8 million have hypertension and 5.4 million are overweight, with 2.5 million categorised as obese. Simply put, one in three Malaysian adults has either high cholesterol or high blood pressure or is overweight. These lifestyle health conditions put this group in the high risk category where access to early critical illness coverage is either limited or declined. “We are aware of the difficulties faced by this group of people in obtaining insurance coverage, particularly early critical illness protection. We took a bold step in a direction where none has ventured and we pride ourselves in being the

first in the country to offer early critical illness coverage for this category of customers through our Advantage and Wellness Programme,” says Dato Koh.

He further explains, “The Advantage Programme will evaluate customers with borderline elevation of these three health conditions with the objective of offering early critical illness coverage at standard rate while the Wellness Programme aims to motivate those with higher elevation to a healthier status through a two-year wellness programme. The Wellness Programme represents the epitome of our commitment towards their wellbeing where we will reward them financially to motivate them to achieve the health target set at the end of the two years.”

Rising medical costs is another area of concern with medical inflation outpacing CPI with no signs of slowing down. Prudent financial planning always reminds us to take into account the effect of inflation. The financially sophisticated will review their financial needs periodically but the pace of modern lifestyle sometimes makes it impossible to get a handle on every aspect of our life.

“We understand the importance of making it seamless for our customers. Great Early Living Care is designed with inflation protection in mind where the sum assured is set to increase automatically at a rate of 10 percent every two year up to a maximum of 180 percent of the initial sum assured. This increasing protection comes without any increase in premium where the premium is guaranteed to stay the same throughout. Additionally, the premium payment term is set to end after 20 years, thus relieving the customers off the financial commitment during the retirement years. This milestone represents a significant step towards financial freedom for our customers as there is no further premium commitment while the protection level has reached the highest peak of 180 percent of the initial sum assured, giving one the certainty to embark on the retirement years confidently. We believe this milestone deserves a celebration, thus we have embedded a no claim reward of 25 percent of the initial sum assured at the end of 20 years. This means for a RM100,000 initial coverage, you will receive RM25,000 to kick start your well-deserved golden years,” concludes Dato Koh.

To discover more on Great Early Living Care and its benefits, log on to [greateasternlife.com](http://greateasternlife.com) or contact Great Eastern Life’s Customer Service Careline number at 1300- 1300 88 or e-mail us at [wecare-my@greateasternlife.com](mailto:wecare-my@greateasternlife.com).

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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).

For more information, please visit [greateasternlife.com](http://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.

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