

28 February 2014

## **MEDIA RELEASE**

For Immediate Release

### **RECYCLING ART WINS YOUNG COUPLE A TRIP TO MALDIVES** *Great Eastern Life Announced Winners of Live Great Challenge Online Contest*

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Kuala Lumpur, 28 February 2014 – A university lecturer, Khaw Aun Nee’s live great aspiration of reusing water bottle to paint a vibrant wall mural won herself a trip to Maldives worth RM10,000 with her husband in the Live Great Challenge online contest organised by Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life). The grand prize winner received her dream exotic escapade together with other contest winners at a prize presentation ceremony recently held at Menara Great Eastern.

“Most of us who lives in the bustling city are often too busy to realise how some small actions would make great positive impact on our lives. That is why we challenge the participants of the Live Great Challenge to weekly challenges such as climbing the stairs, trying their hands at gardening or going out to soak up the sun with family and friends. We hope that these small challenges will make an impact in their lives and inspire them to cultivate the habit to live great,” says Alex Chai, Assistant Vice President and Head of Customer Marketing for Great Eastern Life.

When asked about the inspiration of her winning entry, Khaw Aun Nee says: “There are many empty plastic bottles that were not used at my house, so I started searching online for inspiration on ways of reusing them to decorate the living room. Then I found out that I can use the bottom of the bottle to stamp out flower-like patterns, and that was how I painted the wall mural! I am never an artistic person, but the challenges in this contest must have inspired me.”

During the 12 weeks contest period, participants are required to share photos of their selected weekly challenge accompanied with creative captions in order to win great prizes, which include adventurous holiday trips for two to Kani - Maldives, Guilin – China and Cherating – Malaysia.

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## **ABOUT GREAT EASTERN LIFE ASSURANCE (MALAYSIA) BERHAD**

Great Eastern 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 has RM62 billion in assets, over 2.9 million policies in force and a network of 17,000 agents nationwide as at 30 June 2013. To date, Great Eastern 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\$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.

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

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