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MEDIA RELEASE

For Immediate Release

A RECORD BREAKING NUMBER OF ACHIEVERS *Great Eastern Life Rewards 2,036 Outstanding Life Planners*

Kuala Lumpur – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life), the leading life insurer in Malaysia recently celebrated the outstanding achievements of 2,036 life planners of the 2013 Great Eastern Supremacy Summit, the highest in the company’s rich history of 106 years.

Last year, the company attained an exceptional 20 percent growth in the number of achievers, a record breaking feat, in spite of the challenging life insurance landscape. The Supremacy Summit is an annual nationwide recognition platform to recognise the achievement of top performing agents. Great Eastern Life further recognises the outstanding achievements of the top three producers in their respective categories - Group Sales Manager for Whole Group and Direct Group, Unit Sales Manager, Personal Producers, Career Agents and Agents. All achievers were rewarded with incentive trips to Shanghai and Suzhou, Gold Coast and Brisbane and Vienna and Prague for Elite, Premier and Excellence categories respectively.

The Supremacy Summit convention was celebrated in a grand manner at the Genting International Convention Centre over a course of three days. The highlight of the event was the gala dinner where the highest accolades were presented to the life planners by Chris Wei, Group Chief Executive Officer and Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern Life.

One of the growth strategies is building human capital assets by developing high performance individuals and teams. The company recently invested RM20 million in the Agency Transformation Plan which comprises a major physical up-grade of its existing training premise to provide state-of-the-art training facilities and best-in-class training curriculum to create a differentiating edge for the life planners in supporting Great Eastern Life’s leading position.

As a LIFE Company, Great Eastern Life inspires its customer to take ownership of healthy living while striving to actively support them in their efforts through the Live Great Programme, the industry's first health and wellness programme designed to help Malaysians live healthier and better. To better support the Live Great Programme, the Live Great Advisor Programme was introduced to provide specialised training to a selected pool of agents who will become Live Great Advisors, ambassadors of the programme.

With more than 106 years rich in heritage, Great Eastern Life serves the nation as the largest and most established life insurance company. It boasts assets in excess of RM63 billion, with close to 3 million policies in force served by a strong network of 17,000 agents and 21 operational branches nationwide.

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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

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