

## **MEDIA RELEASE**

For Immediate Release

### **GREAT IS GIVING YOU A HEADSTART TO A SUCCESSFUL INVESTMENT**

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**Kuala Lumpur, 28 January 2015** – Great Eastern Life Assurance (Malaysia) Berhad will be organising the Smart For Life Tea Talk on Financial Market Outlook 2015 on 7 February 2015. This timely forum will provide market insights to investors following the recent plunge in crude oil price as well as the weakening ringgit against the US Dollar.

Responsible for management of assets and funds for Great Eastern Life, Mr Richard Lin (who is the Chief Investment Officer) will be the key speaker of this event. “2015 will be an extremely volatile year for both asset classes, i.e. equities and bonds due to macro headwinds. It is pertinent for all investors to understand the risks and opportunities in today’s financial markets.” Richard shared.

He will be joined by Mr Alexis Jong, Vice President and Head of Fixed Income. Alexis will be discussing how inflation affects Fixed Income investment portfolios besides sharing the fine balance between juggling inflation and growth prospects for the economy.

Ms Goh Pei Kuan, Vice President and Head of Equities in Great Eastern Life, will also join in as the third speaker in this event. She will share with the audience her views’ on the impact of low oil price and currency volatility on the stock market. “Oil price has crashed more than 50% from its recent peak, and Ringgit has also weakened lately. It certainly has implications on our economy and also the stock market. The tea talk participants will be able to get the most updated views’ from our investment specialists.” Goh shared.

Participants will also be able to address their concerns and discuss possible scenarios with all three speakers.

Join us and get up close and personal with the panel of speakers from Great Eastern Life, and find out the most effective ways to make your savings work harder for you at the Smart For Life Tea Talk presented to you by Great Eastern Life. The Smart for Life Tea Talk is part of Great Eastern Life’s “Live Great Programme”, a first integrated health and wellness programme by an insurance company in the region which inspires its customers to live healthier, better and longer by turning their good intentions into actions.

Smart For Life Tea Talk on Financial Market Outlook will take place on 7 February 2015, Saturday, at Great Eastern Hall, Level 6 Menara Great Eastern, Jalan Ampang, Kuala Lumpur. The event kicks off at 9.00am and admission fee is RM10 per person. Amazing deals by Great Eastern Life's Live Great merchants and a lucky draw session await all participants. For further details, kindly call 1300-1300-38 or email [marketing-my@greateasternlife.com](mailto:marketing-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).

#### **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](http://greateasternlife.com)



*Richard Lin, Chief Investment Officer of Great Eastern Life Assurance (M) Bhd will be the moderator for the Questions and Answers session as he shares his financial and investment insights at the Financial Market Outlook.*