

MEDIA RELEASE

For Immediate Release

College students won RM5,000 cash at Superstar ME Contest

Homegrown superstars discovered in Klang Valley

Kuala Lumpur, 5 April 2015 – Great Eastern Life Assurance (Malaysia) Berhad continued to make life great for over a hundred dream chasers and homegrown talents at the Klang Valley road show of Superstar ME Contest in association with Asia’s Got Talent, the world’s biggest talent competition featured in AXN every Thursday. Held over the weekend at Sunway Pyramid Shopping Mall, the contest is a local drive that allows Malaysians to live up to their dreams and ignite their passion to LIVE GREAT.

Director and Chief Executive Officer of Great Eastern Life, Dato Koh Yaw Hui said, “We are blown away by the amazing talents especially the youngsters, some as young as 8 years old. They are fearless, confident, very talented and most importantly, every single one of them had fun on stage. We hope that through Superstar ME and other initiatives by Great Eastern Life, we would be able to inspire Malaysians to live their life to the fullest and make life great!”

Hundreds thronged the event area as early as 8.00am to live up to their dreams. After the preliminary auditions, 60 semifinalists showcased their talents on stage in front of the distinguished panel of judges comprising Malaysian songstress and actress, Ning Baizura; actor and singer, Henley Hii; singer-songwriter, Poova Plachciak and Marketing Director of Sony Music Malaysia, Aziana Ali. At the end of Day 1, the 30 finalists were announced.

“The talents were amazing! There were a few surprises and unexpected performances that blew us off our seats!” Henley Hii quipped after the semi-final round.

The day of the finals kicked off with a bang. The crowds were roused with an explosive performance by 8 year-old Grace Lee who danced her way to victory in the Johor Bahru leg of Superstar ME last week.

In the end, a 4-member band by the name of The Backseat Affair comprising Darren Lee (22), Annabel Michael (19), Irwin Lim (19) and Mohamad Haris (19) came out victorious, walking away with RM 5,000 in cash and tickets to Asia's Got Talent in Singapore.

"We are overwhelmed and could not believe that we are the Grand Winner of Superstar ME!" they responded right after their win. "It is important to find the right balance in life. Although you have other things to do, that doesn't mean that you cannot do what you love," the group of students from Taylor's University shared passionately.

19 year-old Ang Zi Ting who did a medley of singing, traditional dance and belly dancing took home second position while 34 year-old entertainer and dancer, Sheikh Gadaffi finished third. They received RM 3,500 and RM 1,500 in cash respectively.

"Dancing is an art and also a form of exercise to keep you fit and healthy," Ang shared. Gadaffi who shared the same sentiment said, "Dance is a form of exercise! Most importantly, you need to enjoy your moment on stage and have fun!"

Great Eastern Life's staff and agents also joined in the camaraderie as they put up a noteworthy show on stage in the Staff and Agents category.

Great Eastern Life Planning Advisors dominated the category with their magnificent voice and stage presence. Lee Hui Hui captivated the judges with a Wang Lee Hom number titled Ni Bu Zhi Dao De Shi to clinch the Grand Prize of RM 2,000 and exclusive Asia's Got Talent goodies. Ho Bin Lee and Tai Seng Hwa walked away as runner-ups with RM 1,000 and RM 500 each.

Klang Valley was the second stop for Superstar ME after the contest in Johor Bahru which was held on 27 and 28 March 2015. Superstar ME will make its final stop in Gurney Plaza, Penang on 11 and 12 April 2015.

Great Eastern Life encourages everyone to participate and support our local talents at the scheduled locations while joining other fun activities. Great Eastern Life also hopes that the diversity of the talents showcased and the perseverance of the various individuals in striving for their dream will inspire Malaysians to Live Great.

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 RM66.9 billion in assets, over 3.0 million policies in force and a network of 17,000 agents nationwide as at 31 December 2014. 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.

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