

MEDIA RELEASE

For Immediate Release

GREAT EASTERN LIFE PIONEERS AFFORDABLE GUARANTEED CRITICAL ILLNESS PLAN Introducing Great Early VantageCare and Great VantageCare

Kuala Lumpur, 15 May 2015 – The country’s largest life insurer, Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) today unveiled two new guaranteed critical illness plans, Great Early VantageCare (GEVC) and Great VantageCare (GVC). Launched at its headquarters, GEVC and GVC are two new whole life plans which offer essential advanced stages critical illness coverage with GEVC extending its coverage to intermediate and early stages critical illness.

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 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 launched Malaysia first ever guaranteed early critical illness plan catering to the affluent market early last year. It was well received by our affluent customers, prompting us to make available an affordable version of this guaranteed early critical illness plan for the mass market,” enthuses Nicholas Kua, Chief Marketing 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. When we first started evaluating this category of health status for acceptance under our Advantage and Wellness Programme launched last year, we received many appreciative feedback from our customers. This gives us a lot of impetus to extend the same programme to the affordable GEVC to enable more customers to have access to this essential early critical illness protection,” says Mr Kua.

Key features of the new plans:

	Great Early VantageCare (GEVC)	Great VantageCare (GVC)
Critical Illness Coverage	Early, Intermediate & Advanced stages	Advanced stage only
Critical Illness Conditions	107 conditions	36 conditions
Advantage and Wellness Programme	Included	-

“The new critical illness coverage plans were developed in response to our customer demand who want certainty when putting together a financial plan to complement their health programme. As a customer-centric organisation, we are always improving our products to cater to our customers’ needs at various stages of their lives. With these newly launched plans, we have the most extensive range of critical illness plans in the market from which every segment of our customers can structure a comprehensive financial protection plan that meet their needs at their level of affordability,” continues Mr. Kua.

To discover more on Great Early VantageCare and Great VantageCare, log on to 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.

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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 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).

For more information, please visit greateasternlife.com

ABOUT GREAT EASTERN HOLDINGS LIMITED

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$64.7 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 was 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 over 630 branches and representative offices in 18 countries and territories. These include the more than 330 branches and offices in Indonesia operated by subsidiary Bank OCBC NISP and Wing Hang Bank's 95 branches in Hong Kong, China and Macau. Wing Hang Bank became a subsidiary of OCBC Bank on 15 July 2014.

For more information, please visit greateasternlife.com