

MEDIA RELEASE

For Immediate Release

GREAT EASTERN LIFE REWARDS FITFORLIFE KUALA LUMPUR LUCKY DRAW WINNERS Penangites to experience the inaugural fair in October

Kuala Lumpur, 3 June 2015 – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) presented prizes to eighteen (18) lucky winners from a special draw contest which was organised during the FitForLife fair at Mid Valley Exhibition Centre from 10 - 12 April 2015. Nine (9) lucky winners walked away with an iPhone 6 while another nine (9) received a Samsung Note Edge in a prize presentation ceremony at Menara Great Eastern today.

The FitForLife fair received an overwhelming response from the public and recorded more than 40,000 visitors this year, a 30% increase in visitor numbers from 2014. Among the activities that attracted the public to the event were the Live Great Dodgeball Open 2015, Great Escape Challenge, Live Great Street Dance Showdown and Live Great Adventure 3D Mural. Apart from these exciting activities, there were also the Live Great health partners who provided useful health tips.

During the prize presentation ceremony, Director and Chief Executive Officer of Great Eastern Life, Dato Koh Yaw Hui said, “The overwhelming response we received at the FitForLife in Kuala Lumpur was very encouraging and for that we are pleased to announce that we will be bringing this health and wellness activities to Penang for the first time”.

After four years of organising it in Kuala Lumpur, it is time to travel around Malaysia and spread the healthy vibes in promoting healthy living. The event aims to inspire Malaysians not only to live a healthy life but to nurture great emotional wellness so that they are able to lead a more enriched lifestyle and LIVE GREAT! These initiatives inculcate a holistic approach that includes both physical and mental fitness, financial health and general happiness.

Dato Koh Yaw Hui shared, “We want to encourage Malaysians to ‘Live Great’ and take the initiative to ‘Make Life Great’. The satisfaction and joy that we get by seeing our customers ‘Live Great’ continues to push us to come out with innovative ideas and exciting events for Malaysians. We want them to share these money-cannot-buy ‘Live Great Moments’ with their loved ones especially when

they take part in our events and activities. These 'Live Great Moments' are definitely our driving force to continue our support in health and wellness initiatives nationwide.”

“The inaugural FitForLife fair in Penang will be another exciting journey for us and this initiative will give an opportunity for the northern region to experience the fun and excitement. We aspire to be the catalyst that helps encourage Malaysians to stay motivated while achieving their goals in life which is in line with our brand promise to inspire Malaysians to turn their health intentions into actions so that they can live healthier, better and longer”, he added.

For the Penang leg, Great Eastern Life will be partnering with The Star again to design more exhilarating activities which promise excitement and lots of fun. There will be workshops and tournaments where people from all ages are welcomed to take part in this sport, leisurely or competitively. Great Eastern Life wants to demonstrate that by adding the fun element into your fitness regimes and health routines, the benefits are tremendously great not only physically but mentally as well.

The FitForLife Penang will be held from 16 – 18 October 2015. For more information and updates on this event, visit our Facebook page for more information on exciting activities and exclusive health and wellness offers by partners.

<End>

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\$67.4 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