

MEDIA RELEASE

For Immediate Release

GREAT EASTERN LIFE LAUNCHES LEARNING ACCESS & MANAGEMENT PLATFORM

First in the insurance industry to use Learning Management System
to raise the bar of distribution channels

Kuala Lumpur, 25 June 2015 – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life), the largest life insurer in Malaysia announced the launch of the Learning Access & Management Platform (LAMP), a Learning Management System (LMS) to manage and deliver training programmes for their agency force nationwide. The launch at their Head Office today was officiated by Yang Berusaha Dr. Mohd Gazali Bin Abas, Deputy Secretary General, Ministry of Human Resources, Malaysia.

“In line with the MoHR Strategic Plan 2011 – 2015 on increasing the number of skilled and competent human capital in the country’s labour market, I applaud Great Eastern Life for investing RM20 million to develop the state-of-the-art training centre to uplift the professionalism of their agency force nationwide. The Great Eastern Life Centre For Excellence as I understand is an initiative under the Agency and the training curriculum conducted is the first integrated competency based training programme in the financial services industry in Malaysia,” said Yang Berusaha Dr. Mohd Gazali Bin Abas.

LAMP is a software application which allows agents to register online for training courses and to check their training history and individual records. It also enables the delivery of e-learning courses which provides an interactive forum for pre and post training discussions. Furthermore, productivity can be increased through virtual learning as trainings can be conducted at the Head Office and telecasted live to outstation agents thus facilitating live Question & Answer. With the convenience of virtual learning, agents throughout Malaysia are able to access these facilities using their web and mobile devices.

“Implementing LAMP marks another milestone for Great Eastern Life as our agents will experience the best-in-class training curriculum and thus will uplift their professionalism to enable them to deliver the industry’s most trusted and professionalism advice. We envisage through the usage of

LAMP, the productivity of our agency force nationwide will be further increased by 50% come 2017,” said YBhg Dato Koh Yaw Hui, Director & Chief Executive of Great Eastern Life.

Great Eastern Life is the first company in Malaysia to implement LAMP, an LMS which forms part of the Agency Transformation Plan that was initiated in 2013. More than RM6 million was invested to develop LAMP, a powerful LMS which was commissioned by Saba Software Inc., a world class LMS provider from the United States.

“We’re delighted to have been selected as the partner to provide the Learning Management software by Great Eastern Life Malaysia. We are truly proud to be given this opportunity to collaborate with the largest Life Insurance Company in Malaysia and this collaboration is synonymous with some of our best-known and innovative brands in the world, including Dell, Kimberly Clark, Toyota and Yum! Brands” said Tom Berquist, Chief Executive Officer of Saba Software Inc.

In conjunction with the launch of LAMP, 279 graduates of class 2014 walked away proudly with their scrolls at the Life Planning Graduation 2014. Since the programme was introduced in 2006, almost 2,700 graduates have been certified as a Life Planning Advisor to provide professional financial planning solutions to meet the increasingly sophisticated demands of consumers.

The Life Planning Advisor (LPA) Programme is Great Eastern’s signature certification programme specially designed to equip life planners with the competency to provide comprehensive life planning advisory covering protection, education, retirement and essential estate planning solutions to consumers.

“Through the LPA Programme and timely launch of LAMP, we are on the right path in developing the talents to support the Life Insurance and Family Takaful Framework in the financial services industry to provide quality advice and professional services to ensure fair practices among our existing and future consumers. Ultimately, I believe the rise in our life planners’ competency will raise the bar not only within Great Eastern Life but also across the insurance industry,” Dato Koh commented.

As the leading life insurance company in the country, Great Eastern Life is always ready to support the initiatives rolled out by the government especially those focused in agency training to create a pool of highly professional life planners who will be able to complement the government's vision of achieving a developed nation status by the year 2020.

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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\$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