

MEDIA RELEASE

For immediate release

GREAT EASTERN LIFE ANNOUNCED TITLE SPONSORSHIP OF GREAT EASTERN VIPER CHALLENGE 2016

Kuala Lumpur, 26 November 2015 – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) officially announced its partnership with i2inspire Sdn Bhd as the title sponsor of Great Eastern Viper Challenge 2016. The sponsorship entails sponsoring of all three events which will take place at Stadium Shah Alam, Genting Highlands, and Sepang International Circuit next year. The first challenge would be held at Stadium Shah Alam on 26 March 2016.

Great Eastern Life's Director and Chief Executive Officer Dato Koh Yaw Hui shared during the launch, "Great Eastern Life is proud to be the title sponsor of Asia's biggest and physically most demanding obstacle course. This sponsorship reflects our brand promise as a LIFE company to inspire Malaysians to turn their health intentions into actions by adopting not only physical but also mental wellness so that they can live healthier, better and longer."

"This collaboration is a great platform for Great Eastern Life to reach out to the Gen-Ys in an engaging and exciting manner. Adrenaline-pumping activities in the Great Eastern Viper Challenge are certainly more appealing to the younger generation and an excellent opportunity for them to team up with their peers to foster teamwork and togetherness in a safe environment, whilst having some great healthy fun," he added.

Operations Director of Viper Challenge, Simran Latif said, "We are very honoured to have Great Eastern Life Assurance come on board as the title sponsor for all three events. Viper Challenge is about bringing positive social fitness experiences to the community; in line with Great Eastern Life's ambition of inspiring people to adopt healthy living."

Dato Koh further said, "Registration started on 2 November 2015, since then, we have been receiving more than 5,500 participants in less than a month. Currently, we are offering 10 percent off on registration fees for all LIVE GREAT card members for the upcoming Great Eastern Viper Challenge at Stadium Shah Alam in March 2016. If you are not LIVE GREAT member, you can register for free at our official website, greateasternlife.com. However, seats are limited and we encourage you to get your ticket fast to secure a place."

To find out more about Great Eastern Viper Challenge 2016 and to register for the event, please log on to www.viperchallenge.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).

ABOUT GREAT EASTERN HOLDINGS LIMITED

Great Eastern Holdings 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, Brunei and China. 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