

## **MEDIA RELEASE**

For immediate release

### **GREAT EASTERN TAKES THE LEAD IN BEATING DIABETES IN CONJUNCTION WITH WORLD HEALTH DAY**

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**Kuala Lumpur, 8 April 2016** – Every year on 7 April, the world celebrates World Health Day. In line with this year’s theme, “Beat Diabetes”, Great Eastern Life took the lead in marking the occasion with a special programme that focused on raising awareness of the disease, helping the public take action to reduce their risk, and providing solutions to better protect them.

The world has seen the number of diabetes cases quadruple since 1980 to 422 million adults, reflecting a global increase in risk factors such as being overweight or obese. Malaysia not only has the highest number of diabetics in South East Asia, with 3.6 million adults estimated to be affected, it also holds the record of being South East Asia’s fattest country, with nearly 45% of men and 50% of women either overweight or obese. Additionally, Malaysia is South East Asia’s most physically inactive country, with 60% of adults not meeting recommended amounts of activity.

While the statistics may be alarming, many cases of diabetes can be prevented. Small lifestyle changes such as 30 minutes of daily exercise, eating more fruits and vegetables, and reducing the intake of refined carbohydrates go a long way in helping fight the disease. There are also measures to detect and manage the condition so those affected can prevent or delay the onset of diabetic complications to lead healthy lives.

Great Eastern Life’s Chief Marketing Officer Nicholas Kua said, “As the number one life insurance company in Malaysia, Great Eastern Life is proud to take the lead in protecting the health of all Malaysians on this World Health Day.”

“Besides empowering ourselves with a better understanding of diabetes, getting tested, eating more healthily and keeping active, it is also important that our access to medical treatment is secure. As the rise in medical costs is known to outpace inflation, it is

imperative that we are well protected from escalating medical costs with suitable medical insurance. There are many Malaysians who are still uninsured or underinsured which will limit the treatment and care options available to them in the event of the unexpected.

“At Great Eastern Life, we understand many Malaysians are concerned about the cost of health protection, extensiveness of their protection and security in staying protected. That’s why we have a wide range of medical plans to suit different budgets and needs. Our plans start from as little as RM100 a month and are designed with different benefits to address specific priorities in health and life.”

“In line with Great Eastern’s brand aspirations as a LIFE Company, we hope to inspire Malaysians to live a healthier and better life in every way – through regular health checks, healthy adjustments to their daily routine, and a more prudent approach to medical protection.”

During the 2-day programme at Live Great Space in Menara Great Eastern, the company collaborated with its Live Great partners to encourage Malaysians to make healthier choices. One of the partners, Beacon Hospital, provided free blood glucose tests, gave away complimentary health screening vouchers and offered a special health screening package which included the detection of diabetes, heart disease and high cholesterol. Another partner, BMS Organics showcased a range of blood sugar maintenance products and fielded their nutritionists to provide useful health tips and dietary advice. There were also fitness demonstrations and exclusive Live Great deals to further motivate the public in their pursuit of a healthier lifestyle.

A Fitness Contest held at the event saw participants walking away with attractive prizes, including BP Body Libra Body Fat and Hydration Scales, Polar Loop Activity Trackers, BP Infrared Forehead/Ear Thermometers and more. Many people also made their health pledges online at the Great Eastern Facebook page to share their intention of living healthier and to inspire others to do the same.

Additionally, members of the public were encouraged to present the Live Great card available in The Sun or Oriental Daily News newspaper published on 7 April 2016 to enjoy exclusive Live Great privileges from 7 to 14 April 2016 at Beacon Hospital, BMS Organics, Himalaya and Bodytone.

The event was presented by Great Eastern Life as part of their Live Great Programme, the first integrated health and wellness programme by an insurance company in the region. The comprehensive programme has five core components: wellness tools, health tips and mobile phone applications, workshops and events, and the Live Great card which customers can use to enjoy exclusive health and wellness benefits and privileges at partner establishments throughout the region. All in support of their Live Great journey.

Under the Live Great Programme, Great Eastern Life has also organised several major events including the hugely popular Great Eastern Viper Challenge 2016 and Live Great Run, both events attracting over 10,000 participants. The company also organised health fairs, member-only seminars and workshops to further engage with the public in its promotion of better health and wellness.

For more information on the Live Great Programme and to register for the programme, please visit [livegreat.greateasternlife.com](http://livegreat.greateasternlife.com).

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Diabetes is a chronic disease that occurs either when the pancreas does not produce enough insulin or when the body cannot effectively use the insulin it produces. Raised blood sugar or hyperglycaemia is a common effect of uncontrolled diabetes and over time can seriously compromise every major organ system in the body, especially the nerves and blood vessels.

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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 RM70.1 billion in assets, over 3.0 million policies in force and a network of 17,000 agents nationwide as at 31 December 2015. 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\$65.8 billion in assets and over 4 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 longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating from Moody's. Recognised for its financial strength and stability, OCBC Bank has been ranked Asean's strongest bank and among the world's five strongest banks by

Bloomberg Markets for five consecutive years since the ranking's inception in 2011.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has over 630 branches and representative offices in 18 countries and regions. These include the more than 330 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 90 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

For more information, please visit [greateasternlife.com](http://greateasternlife.com)