

MEDIA RELEASE

For immediate release

30 TEAMS SET TO CONQUER THE GREAT ADVENTURE CONTEST TO WIN RM10,000

Kuala Lumpur, 5 November 2016 - Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) today kick-started The Great Adventure Contest at Menara Great Eastern in conjunction with the sponsorship of The Amazing Race Asia Season 5. The contest was officially flagged-off by Kuala Lumpur's Mayor, Datuk Seri Hj. Mhd. Amin Nordin Abd Aziz with Great Eastern Life's Director and Chief Executive Officer, Dato Koh Yaw Hui.

This contest is a local drive initiated to inspire Malaysians to turn their health intentions into action by adopting not only physical but also mental wellness so that they can live healthier and better.

30 lucky teams were selected from hundreds of participants to compete in a race against time to overcome physical and mental challenges. The participants started their journey at Menara Great Eastern and ended in Sunway Pyramid.

"I believe this is an opportunity to KLites to gather and participate in creating a healthy urban society. This contest is able to create awareness among public on the importance of both good health and emotional stability. We support such efforts and recommend other entities and agencies to organize more of such events" said Datuk Seri Hj. Mhd. Amin Nordin Abd Aziz.

Dato Koh Yaw Hui said, "In fulfilling Great Eastern's brand aspirations as a LIFE Company, we hope to inspire Malaysians to live healthier and better. As a proud partner of The Amazing Race Asia Season 5, we recognise how the contest would inspire everyone to overcome obstacles and live life to the fullest. The contest also helps to foster a closer bond between family and friends whilst creating live great moments!"

While the participants took their time to complete their tasks, in-door games and entertainment took place at the Sunway Pyramid Blue Concourse area. The event featured many exciting booths where visitors were offered to play various games to win the limited edition of The Amazing Race Asia premiums. In addition, Live Great partners such as Celebrity Fitness, BP Healthcare and Vista Eye Care were present to offer complimentary health screening, free passes and much more.

The Live Great Advisors were also there to provide comprehensive life planning advisory covering protection, education, retirement and essential estate planning solutions to visitors. LIVE GREAT card members also enjoyed several discounts benefits. If you are not a LIVE GREAT card member, find out more and register for free at livegreat.greasternlife.com.

For those who missed The Great Adventure Contest in Kuala Lumpur, registration for the second and third contest in Johor Bahru and Penang on 12 and 19 November 2016 respectively is still open at axn-asia.com/TheGreatAdventure.

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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 \$71.0 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 and Brunei and has a presence 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 is consistently ranked among the World's Top 50 Safest Banks by Global Finance and has been named Best Managed Bank in Singapore and the Asia Pacific by The Asian Banker.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has over 610 branches and representative offices in 18 countries and regions. These include more than 330 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 110 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

For more information, please visit greateasternlife.com