

MEDIA RELEASE

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GREAT EASTERN VIPER CHALLENGE IS BACK; BIGGER AND BOLDER

Kuala Lumpur (23 March, 2017): The Viper Challenge series, renowned as Asia's largest obstacle course running event, returns to Malaysia with Great Eastern Life Assurance (Malaysia) Berhad as the title sponsor for the second year with a brand new edition in Penang.

Set to take place after the sun sets at Batu Kawan Stadium on March 25, 2017, where it will definitely be a challenging and unforgettable experience for fitness and obstacle course enthusiasts as the event will bring about more unique and adrenaline-pumping obstacles to challenge the participants en route to the finishing line in the dark.

Great Eastern Viper Arena at Batu Kawan Stadium will cover a distance of 7km with 15 obstacles, which are tailored to test the physical and mental fitness and stamina of all competitors to their limit. The Great Eastern Viper Arena Penang received great response with over 11,000 tickets sold with almost 3,500 international participants. The event is unique in that it necessitates teamwork, discipline and empathy. While it is not considered a 'race' as such, it is vital for participants to work together to overcome all the obstacles before they earn the finisher medal and t-shirt.

Ever since the first edition in 2013, the Viper Challenge supported by Malaysia Major Events, a division of Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism and Culture, Malaysia (MoTAC) has grown immensely popular, and with more and more events being introduced yearly, it's not surprising that the brand currently now has well over 120,000 enthusiasts that have competed in events locally and internationally.

"We decided to increase the number of series this year especially in Malaysia as the demand for obstacle courses like the Viper Challenge has increased over the last two years", said Selva Kumar, CEO of Original Bootcamp Sdn Bhd, the brains behind the Viper Challenge.

"Taking into consideration the fast paced lifestyle of people today, I believe that health and fitness are pivotal in one's life and events like the Viper Challenge offers participants the mental challenge and physical test they crave, in a fun way" he added.

Dato Koh Yaw Hui, Great Eastern Life's Chief Executive Officer said, "Great Eastern is committed to inspiring Malaysians to turn their health intentions into effective actions. We do this by encouraging people to look at wellness as not just a physical pursuit but also a mental workout, so that they can live healthier and better."

He added, "we have to engage young adults in an exciting manner in order to reach out to them. The Great Eastern Viper Challenge is an excellent way for them to team up with their peers for some great healthy fun while fostering camaraderie in a safe environment."

Great Eastern Viper Challenge 2017 is 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 Live Great Programme has five core components: Wellness Tools, Health Tips, Mobile Apps, Workshops and Events, and Exclusive Privileges. Together, they provide a wealth of health and wellness tips and tools – including a BMI calculator, calorie intake calculator, smoking tracker and more – to help Live Great Programme members kick start their journey to better health. Exclusively for Great Eastern Life policyholders, the LIVE GREAT card rewards customers with members-only health and wellness privileges at hundreds of locations nationwide.

Members of the public who are not Great Eastern Life policyholders can visit the Live Great Portal at livegreat.greatasteallife.com to enjoy healthy living tips, articles and recipes, use available wellness tools to conduct simple health risk assessments, obtain information on Live Great events such as health and wellness talks, seminars and workshops, and look out for promotions offered by Live Great partners throughout the year.

Viper Challenge events have multiple formats catering to the masses as well as an elite few. Participants are required to complete any three of the five events - entry-level (Singapore, Penang and Johor) or mid-level events (Genting Highlands, Shah Alam) before making their way to the final event, the Great Eastern Viper Challenge Cyberjaya.

For all hardcore obstacle course participants, completing 3 series and the big finale is vital to obtain the necessary pieces and complete the Series Finisher medal. Fans need not worry if they miss the Penang edition as the Viper Challenge series moves to Medini, Johor in April 2017 and then to Genting Highland on 15 July 2017.

Forget fear, worry about addiction.

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 \$71.1 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 the 340 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 100 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.