

FOR IMMEDIATE RELEASE

GREAT GENERATION CARE
**Great Eastern Life introduces the first-ever three-generation
critical illness plan in Malaysia**

KUALA LUMPUR, 9 March 2020 – Great Eastern Life’s Great Generation Care is the first-ever insurance plan in Malaysia that provides comprehensive critical illness protection for all three generations of one family under a single plan. It covers the insured, their children, and the insured’s parents against a wide range of medical conditions.

Great Generation Care is a plan that protects the insured against 45 critical illnesses that includes cancer, heart attack and stroke, as well as covers them against the unexpected in life. Complimentary coverage is provided for their children, including the ones born in the future, without reducing the insured’s own coverage. The plan protects them against the same 45 critical illnesses as well as 11 child illnesses, with no medical underwriting required.

In addition, Great Generation Care lets the insured care for their parents in their golden years by adding on the Parent Protect Rider to the plan. With no medical underwriting required, they are protected against three advanced stage critical illnesses that include Alzheimer’s disease, cancer, and Parkinson’s disease.

For more information on Great Generation Care, please visit:

www.greateasternlife.com

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About Great Eastern Life Assurance (Malaysia) Berhad

GELM 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, GELM 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, GELM has RM81.2 billion in assets, over 3.0 million policies in force and a network of 19,000 agents nationwide as at 31 December 2018. To date, GELM has 21 branches nationwide and products include life insurance plans, investment-linked plans, mortgage protection, business protection, employee benefits, medical insurance and group health benefit schemes. GELM 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

Founded in 1908, Great Eastern is a well-established market leader and trusted brand in Singapore and Malaysia. With more than S\$90 billion in assets and over 8 million policyholders, including 5 million from government schemes, it provides insurance solutions to customers through three successful distribution channels – a tied agency force, bancassurance, and 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.

The Great Eastern Life Assurance Company Limited and Great Eastern General Limited have 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. 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 by The Asian Banker.

For more information, please visit greateasternlife.com.

For media queries, please contact:

Juliet Wong
Head, Brand and Communications
Tel : +603-4813 3680
Fax : +603-4259 8880
H/P : +6012-383 0723
E-Mail : JulietWong@greateasternlife.com