

Media Release | 22 Jun 2012

Great Eastern to be Presenting Sponsor for Health & You 2012

For the first time, Great Eastern will be the presenting sponsor for Singapore's largest health exhibition, Health & You, jointly organised by The Straits Times Mind Your Body and LOHAS, the health section of Lianhe ZaoBao.

To be held on 4 & 5 August at Suntec Singapore, the exhibition, with its theme of 'Stay Fit, Live Great!' is expected to attract over 100,000 visitors. The Guest-of-Honour will be Mr Gan Kim Yong, Minister for Health.

Commented Dr Khoo Kah Siang, CEO (Singapore), Great Eastern "We are delighted to be the presenting sponsor for Singapore's premier health and wellness event. At Great Eastern, we're no longer just a life insurance company, but a Life company. We have gone beyond the traditional role of an insurance company to actively help our customers live better, healthier and longer. We believe that while insurance is important, it can never replace what matters most to your family, which is you.

To help our customers on their Live Great journey, we introduced our Live Great programme, the first integrated health and wellness programme of its kind comprising five components ?C wellness tools, health tips, mobile apps, workshops and events as well as exclusive privileges.

Health & You 2012 is an excellent platform for Great Eastern to promote health and wellness to not only our customers, but to all Singaporeans from all walks of life and of all ages. There will be something for everyone."

Mr Leslie Fong, Senior Executive Vice-President of SPH's Marketing Division said, "I am happy to welcome Great Eastern as our new partner in this worthwhile endeavour. It is our privilege to work together with Great Eastern to help promote greater consciousness among Singaporeans of the need to stay fit and healthy -- and to make that their lifelong commitment."

Visitors to the Great Eastern booth can look forward to an exciting array of activities, including health checks using its unique Wellness Profiling tool and an Intention Wall where they can pledge their intentions for their loved ones. The young can participate in art and soccer clinics while ladies can enjoy special rates and goodies bags when they sign up for the Great Eastern Women's Run to be held in November. The more energetic can participate in the Shuffling Dance Contest and stand to win attractive prizes.

Another highlight will be the Live Great Health Journal Race where customers who patronise the booths of Great Eastern's Live Great partners will have their journal stamped and upon completion, receive a special gift.

At the exhibition, visitors can sign up for the Great Eastern Live Great card which they can use to enjoy privileges not only at the event but also for the next six months from 140 merchants at over 1,000 outlets in the region. They can also learn more about health insurance and health and wellness from leading professionals.

About Great Eastern

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With \$57 billion in assets and around 4.0 million policyholders, it has two successful distribution channels - the tied agency force and bancassurance. The Company also operates in China, Indonesia, Vietnam, and Brunei. Great Eastern Life Assurance Company Limited has been assigned the financial strength and counterparty credit ratings of 'AA-' by Standard & Poor's, one of the highest among Asian life insurance companies. It was voted Life Insurer of the Year at the Asia Insurance Industry Awards 2011 by Asia Insurance Review. 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 500 branches and representative offices in 15 countries and territories, including about 400 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

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