

Great Eastern Life Forms Live Great Advisory Council

Great Eastern Life, which pioneered the industry's first integrated health and wellness programme in the region to help customers live healthier and better, has added another significant dimension to its Live Great Programme.

It announced today that it is setting up the Live Great Advisory Council on health and wellness. The Council will be anchored via a collaboration with a renowned local academic institution for public health, with other members of the Council comprised of industry experts in their respective fields.

Chris Wei, Group CEO, Great Eastern Holdings Limited, commented: "We have long shared the government's vision for a healthy Singapore. The Live Great Advisory Council is a significant step in helping Great Eastern fulfill its vision to be a LIFE company, and help our customers live healthier, better and longer. The Council will play a pivotal role in providing expert best-in-class advice to Great Eastern and help us identify health and wellness trends as well as develop programmes for our customers in their journey to better health. The Council will be starting its work soon.

"In the third quarter of 2013, we will also be collaborating with the NUS School of Public Health to hold a series of Wellness Talks in Singapore, Malaysia, Indonesia and Vietnam.

"In tandem with these initiatives, we are also leveraging our Live Great partners across the region to help our customers in a more coordinated fashion. From our focus groups, our customers tell us that what they are looking for is advice and support to meet the usual challenges on contemporary health issues like weight management, diabetes, high cholesterol, high blood pressure and back health.

"With that in mind, we have assembled several of our partners, all industry leaders in their respective fields, to provide our customers expert advice and professional support, starting with weight management. Our customers can tap their expertise as well as our Live Great Guides to proactively manage their weight issues."

The partners are:

- Fitbit, the leading international provider of innovative fitness and tracking devices
- Asics, one of the world's top performance footwear companies
- Celebrity Fitness, Southeast Asia's largest health and fitness operator
- Ma Kuang, Singapore's largest Traditional Chinese Medicine solutions provider and
- Parkway Shenton, Singapore's leading provider of primary healthcare solutions

Added Mr Wei, "The advice, support and benefits from our extensive panel of partners are available to all of our customers. Unlike a rewards programme where you are required to spend upfront or upon redemption, our Live Great Programme requires none of that. This is our way of thanking our customers for their years of support and loyalty."

To reward customers for staying healthy, Great Eastern will also give cash rewards up to 30% of the annual premium for PayAssure customers if they are assessed to be healthy upon the renewal of their policy. PayAssure is the first plan in Asia to pay a monthly income benefit for policyholders who are unable to work in their own occupation due to disability arising from an illness or injury, up to retirement age of 65 years.

For the month of July, those who purchase Great Eastern's PayAssure or SupremeTerm products will receive a free Fitbit Flex worth \$129. Great Eastern Live Great card members will be among the first in Singapore to enjoy Fitbit One and Fitbit Flex at a special offer of 50% off retail prices. Great Eastern will also be collaborating with Fitbit on a strategic level to enhance its customer engagement through social platforms.

Shared Mr Wei, "We are delighted to extend these exclusive privileges to Great Eastern customers. Fitbit devices are highly rated in international social forums and are known for good value, great design and superlative performance. This is a great fit for us and a good example of how we add real value to our customer proposition. Our customers can also look forward to health and wellness events and workshops at our Live Great Space, an interactive centre where our customers can meet with our distribution

representatives, as well as conveniently access the latest information and promotions from our partners and on Live Great."

Recognising the increasing trend of mobile apps as a popular self-monitoring tool, Great Eastern has developed the Live Great - Health and Wellness App to help customers turn to better lifestyle habits and stay motivated. The App, which combines the key components of the Live Great Programme - Wellness Profiling lite, Great Eastern 21 Days App, tips and articles as well as Live Great card member privileges - will be available in July 2013.

Mr Wei said, "We believe that 'Great Starts Small' and that the small choices that you make regarding your health will all add up, lead to something bigger in time, and change your life for the better. As a LIFE company, we strive to empower our customers to take charge of their health and reward them for doing so... which is why we created the Live Great Programme. We believe that the Live Great Advisory Council, with its invaluable insights and key thought leadership, and supported by our robust panel of wellness partners, will have a significant and positive impact on the health and wellness landscape."

About Great Eastern

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$61.0 billion in assets and around 4.0 million policyholders, it has three successful distribution channels - a tied agency force, bancassurance and a financial advisory firm, Great Eastern Financial Advisers. 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 since 2010, 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 470 branches and representative offices in 15 countries and territories, including about 350 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

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