

## Great Eastern Life Wins Prestigious Life Insurance Company of the Year 2013 Award

Company lauded for going the extra mile for customers and innovative customer-centric initiatives



Great Eastern Life has been named Life Insurance Company of the Year at the 17th Asia Insurance Industry Awards this evening organised by Asia Insurance Review. The prestigious award recognises Great Eastern for its excellence in customer service; for constantly evolving to meet customers' needs; for bringing customer engagement to a new level with its industry-first Live Great Programme and for actively promoting health and wellness to the community.

Mr Chris Wei, Group CEO, Great Eastern Holdings thanked the judges from Asia Insurance Review for the milestone recognition as well as Great Eastern customers for inspiring the company to go the extra mile.

"We are honoured to be named Life Insurance Company of the Year. At Great Eastern, we embrace a simple yet powerful corporate purpose - to not just be a life insurance company, but to be a LIFE company. We have made it our purpose to help our customers to live longer, healthier and better, and over the last two years we have been building our Live Great programme, which has gained tremendous traction across our major markets of Singapore, Malaysia and Indonesia. This award is a strong affirmation and validation of our multi-faceted customer engagement strategy across the region."

Mr Wei also thanked Great Eastern's employees and distribution partners for delivering on the company's brand promise to help its customers achieve their financial and protection goals as well as their wellness aspirations.

Added Mr Wei, "The 'Life Insurance Company of the Year Award' caps off a momentous year of accolades and recognition for the Great Eastern Group. We will not rest on our laurels. This award will only serve to spur us to work harder to improve upon what we have been doing and to blaze new trails of excellence. Our focus will continue to remain resolutely on delivering the Great Eastern promise to our customers to be there for them when they need us most, each time and every time."

### About Great Eastern

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$59.5 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 Group also operates in Indonesia, Vietnam, Brunei and China. 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 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 450 branches and representative offices in 15 countries and territories, including about 330 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

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