

Great Eastern First Founding Partner to Ink Collaboration with Singapore Sports Hub

Great Eastern will be the Official Insurance Partner for the Sports Hub and will bring sports closer to the community in tandem with its LIFE company purpose to promote healthy living for all.

Singapore, 30 April 2014 - Great Eastern, Singapore's leading life insurance group, was unveiled as the first Founding Partner of the iconic Singapore Sports Hub as well as the Official Insurance Partner. The strategic partnership with SportsHub Pte Ltd strongly reinforces Great Eastern's commitment to actively help the community live healthier and better through sports as well as reaffirms the company's support of local sports.

Since 2006, Great Eastern has invested some S\$8.2million to promote healthy living to the community through sponsorship of two signature sporting events under its Live Great programme - the Great Eastern Women's Run and Great Eastern-Yeo's S.League.

Commented Dr Khoo Kah Siang, CEO (Singapore), Great Eastern: "As a LIFE company, Great Eastern has gone beyond the traditional role of an insurance company to help the community live healthier and better. Our support for sports is integral to Great Eastern's DNA. Sports is one of life's rich experiences and brings out the best in each of us. Sports embraces the best of the human spirit and brings families and the community together.

Our partnership with the iconic Singapore Sports Hub adds an exhilarating new dimension to our Live Great programme offerings and is an excellent platform for us to further promote the important message of healthy living as well as bring Singaporeans together from every walk of life.

I am excited to share that, for a start, participants of our Great Eastern Women's Run can look forward to exciting fringe activities at the Sports Hub. We are also in active discussions to stage our Run at the Hub next year. On the community front, we have several exciting initiatives lined up.

At Great Eastern, we are firm advocates of sports for all so, as part of the OCBC Group, we will be actively supporting Sport Singapore's Community Open House at the Sports Hub targeted for end of June. The young and elderly, youths and families as well as the underprivileged, will be invited and be among the first to experience this world class facility.

Come August, which is when we celebrate Singapore's National Day and Great Eastern's 106th birthday, we have a memorable treat in store for needy children. We are partnering the Football Association of Singapore to hold a special football clinic for 100 underprivileged children who will have the rare opportunity to not only play on the new pitch at the Stadium but also be coached by Singapore's top former internationals.

Great Eastern will also participate in the 'Experience Sports' programme at Singapore Sports Hub, to support the Hub's community initiatives. Our participation will include raising awareness and increasing community engagement in sporting activities at the Hub, starting with our very own employees.

With our partnership of the Singapore Sports Hub, we are delighted to bring sports closer to the community."

Said Mr Philippe Collin Delavaud, CEO, SportsHub Pte Ltd: "Great Eastern is well regarded as an ardent supporter of sports in Singapore, and we are delighted to have their support for the Singapore Sports Hub. As we work towards growing a vibrant sporting scene in Singapore, partnerships with iconic home-grown corporations like Great Eastern are very much valued."

This strategic partnership is brokered by World Sport Group (WSG), the Sports Hub's exclusive commercial partner. Added WSG CEO Andrew Georgiou, "We are very excited that Great Eastern, a leading homegrown brand, has concluded a deal with the Singapore Sports Hub. This partnership is truly significant because of the long term opportunity through which Great Eastern can engage and deepen its relationships with existing and potential customers. This will provide Great Eastern with all-year-round global brand exposure through the range of activities held at this world-class venue."

As a Founding Partner, Great Eastern will receive significant branding opportunities at the Sports Hub as well as global exposure on the Sports Hub's online platforms.

Great Eastern's partnership with the Singapore Sports Hub is part of the OCBC Group's larger collaboration with the Sports Hub.

About Great Eastern

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$61.8 billion in assets and around 4.7 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 and Brunei and has a joint venture 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 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.

For media inquiries, please contact:

Tan Seck Geok
Head, Group Corporate Communications
Tel: + (65) 6248 2215
email: tanseckgeok@greateasternlife.com