

Live Great with Singapore's First Health and Wellness Credit Card

Singapore, 7 August 2014 - With the OCBC Great Eastern Cashflo Card, Singapore's first health and wellness credit card, customers will now find it easier to enjoy healthy living and manage their cash flow.

The OCBC Great Eastern Cashflo Card, issued in partnership with OCBC Bank, is the first card in the market to offer customers the combined convenience of interest-free instalment payments for health and wellness products and services as well as paying premiums for selected Great Eastern Life and Overseas Assurance Corporation (OAC) insurance plans.

Commented Mr Colin Chan, Chief Marketing Officer, Great Eastern Life, "With the OCBC Great Eastern Cashflo Card, customers will now have the best of both worlds and be able to better manage their health and finances more seamlessly. As the name of the card suggests, they can better manage their cash flow and stretch their dollar further with attractive interest-free instalments. These range from 12 months for Great Eastern policy premiums, to 6 months for healthcare facilities such as hospitals, medical and dental clinics and 3 months for all other retail spend. In addition, customers can also enjoy exclusive health and wellness privileges and discounts from Great Eastern's Live Great merchants. With this, we are bringing our Live Great programme to the next level, to help customers Live Great with one card."

Please refer to [Annex A](#) for the list of major healthcare facilities.

The new card allows customers who purchase selected new Great Eastern Life plans the option of paying for their premiums exclusively via this card. Customers also stand to earn 1% cash rebates on the eligible Great Eastern Life and OAC insurance plans, capped at \$100 per month.

In addition, customers can earn cash rebates, also capped at \$100 per month, for all other retail spend charged to the card:

- Up to \$500 monthly expenditure: 0.3% rebate
- \$501-\$1000 monthly expenditure: 0.5% rebate
- Above \$1000 monthly expenditure: 1% rebate

In conjunction with the launch of the card, customers who sign up for the OCBC Great Eastern Cashflo Card will enjoy 30% off all New Balance shoes and apparel (till end September 2014), Adidas and Subway vouchers as well as a complimentary box of healthy salad daily from Platypus upon presentation of the card. Please see [Annex B](#) for more privileges.

About Great Eastern

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$63.3 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 over 530 branches and representative offices in 18 countries and territories. These include the more than 330 branches and offices in Indonesia operated by subsidiary Bank OCBC NISP and Wing Hang Bank's 70 branches in Hong Kong, China and Macau. Wing Hang Bank became a subsidiary of OCBC Bank on 15 July 2014.