

## **Jubilee Babies to Receive First-Year Free Health Insurance from Great Eastern in Celebration of SG50**

*Great Eastern will also fulfil 50 meaningful wishes, sponsor 25,000 Wishing Spheres for the public to pen wishes for Singapore and ramp up efforts to raise funds for the needy*

**Singapore, 6 November 2014** – Great Eastern, Singapore's oldest and most established life insurance company, today announced that Jubilee babies will receive free health insurance for their first year worth \$108 from the company. This is one of several of Great Eastern's SG50 initiatives for the community in celebration of Singapore's 50th birthday.

Great Eastern's Jubilee Baby Pack will also comprise a customised bib together with a pair of mittens and booties and will be mailed to parents-to-be two months before the expected date of delivery. In addition, they will also be invited to Great Eastern's Live Great events and workshops on parenting and child development. To enjoy these, parents are to register online at [www.greataeasternlife.com/sg50](http://www.greataeasternlife.com/sg50) from 1 December 2014.

Commented Dr Khoo Kah Siang, Great Eastern Singapore CEO, "As a homegrown brand with a proud 106-year history, Great Eastern is privileged to have played our part in contributing to Singapore's growth and providing for the insurance needs for generations of Singaporeans. Welcoming a newborn is a happy occasion and with our Jubilee baby gift, parents can celebrate with peace of mind. We believe our gift is a fitting complement to the government's Jubilee Baby Gift."

The community can also look forward to something special. Great Eastern will fulfill 50 meaningful wishes in 2015. The public can submit their wishes via Wish Cards as well as online at [www.greataeasternlife.com/sg50](http://www.greataeasternlife.com/sg50) from 1 December 2014. The first 5,000 online entries will receive a limited edition EZ-link card with a stored value of \$10.

In addition, the public can also pen their well wishes for Singapore on 25,000 red and white wishing spheres sponsored by Great Eastern. The Wishing Spheres is part of the Marina Bay Singapore Countdown 2015, the curtain-raiser for Singapore's SG50 celebrations. These spheres, available at 31 wishing stations across the island from now till 14 December 2014, will be installed in the waters of Marina Bay to form a visual spectacle on New Year's Eve. Additionally, the public can make a wish on virtual spheres at [www.marinabaycountdown.sg](http://www.marinabaycountdown.sg) from 7 November 2014.

Shared Dr Khoo, "With our GE SG50 Wishes, we will be fulfilling 50 meaningful wishes. Broadly, we are looking at wishes which support personal aspirations and dreams which celebrate life's great moments, be it for your family, friends or for yourself. What we would also consider meaningful are do-good wishes which improve the lives of Singaporeans and the community. As a LIFE company, Great Eastern champions health and wellness so entries which have strong elements of these will be welcomed.

"Essentially, we hope to inspire Singaporeans to embrace the future with a healthy and positive outlook of life as well as foster a more gracious society where we put the needs of others above our own."

Great Eastern's employees and financial consultants will also be targeting to raise S\$500,000 for the community and the underprivileged through a series of activities in 2015. One such activity is using the platform of the Great Eastern Women's Run, which will be celebrating its 10th anniversary next year, to raise funds for children and women-related causes.

Added Dr Khoo, "We welcome individuals and corporations to leverage our Great Eastern Women's Run and join us to raise funds for worthy causes. We believe in making a difference in the lives of others and even as we deliver our best to our customers, we also seek to give our best to the community."

### **About Great Eastern**

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$64.7 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 was 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 630 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 95 branches in Hong Kong, China and Macau. Wing Hang Bank became a subsidiary of OCBC Bank on 15 July 2014.

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