



## MEDIA RELEASE

### **Great Eastern Life Extends Co-Title Sponsorship for S.League**

*Support for S.League extended for two seasons. Support also accorded to former S.League stalwart to coach needy children.*

**Singapore, 11 February 2015** – Great Eastern Life has announced the continuation of its co-title sponsorship of the Great Eastern-Yeo's S.League for the next two seasons. This brings Great Eastern's sponsorship of the S.League to a notable eight years since it came on board in 2009. A signing ceremony to mark the occasion was held today at Great Eastern's Live Great Space at its headquarters.

Great Eastern's Singapore CEO, Dr Khoo Kah Siang, said, "Great Eastern is delighted to extend our support of the S.League for the 2015 and 2016 seasons. As a Singapore home-grown brand, it is apt that we reaffirm our support for local football during this special SG50 year.

"As a LIFE company, we have made it our purpose to help and empower the community to live healthier and better through sports. Football has the power to unite and create positive energy. It is more than just a game. It has become very much part of the societal fabric... and Great Eastern sees it as our social responsibility to do our part to support the development of Singapore football through our partnership with the S.League, which has brought our brand closer to the community.

"We are delighted to note that our support has helped to develop the League in several ways. One good example is that the League has been a useful platform for the National Under-23 team to prepare for the SEA Games... and we wish them a good showing in Singapore in June.

"On the community front, our collaboration with FAS and S.League on several football initiatives such as school outreach programmes and Live Great football clinics have further promoted important life skills such as teamwork, commitment and perseverance to the young. We will also be leveraging the Great Eastern SG50 Charity Shield on 1 March 2015 to raise funds for needy school children from low income families."

Added Mr Zainudin Nordin, President of the Football Association of Singapore (FAS):  
"Together with SG50 celebrations, the S.League celebrates its 20<sup>th</sup> anniversary this year. S.League has played a key role in raising the standards of local football, including youth development and football excellence. As such, Great Eastern's continued investment is a good boost not just for the S.League but also for Singapore football as a whole.

“Great Eastern’s show of support to the S.League on this auspicious 20<sup>th</sup> anniversary is a wonderful birthday gift, so on behalf of the FAS and S.League, I would like to thank the management of Great Eastern for their invaluable support and contributions towards the success of the S.League. We look forward to another wonderful two years with you as our key partner and to an ever-improving Great Eastern-Yeo’s S.League.”

Hailing Great Eastern as key partners of Singapore football, S.League CEO Mr Lim Chin said: “Great Eastern has become synonymous with S.League and is a name that is closely associated with Singapore football. I am very pleased and delighted that Great Eastern will be extending our partnership to an eighth year.

“For the past few years, each new season has been more exciting and interesting than the last. Great Eastern’s support gives us even more confidence that the 20<sup>th</sup> season of the S.League will be even more thrilling than last year when the title was only decided on the final day.”

At today’s press conference, Great Eastern also announced that it will be granting the wish of former S.League stalwart and former Singapore international Aleksandar Duric to conduct football clinics for under-privileged children.

Shared Great Eastern Chief Marketing Officer Colin Chan: “With our Great Eastern SG50 Wishes campaign to celebrate Singapore’s 50<sup>th</sup> birthday, we invited the public to submit their wishes and will be fulfilling 50 of the most meaningful during the year. We have received slightly over 2,000 submissions to date.

“Today, I am pleased to share that the first wish that Great Eastern will be granting is Aleksandar Duric’s wish to coach under-privileged children. The first clinic will be for 50 to 70 children and will be held this March. In consultation with Aleksandar, we will be inviting children from Pertapis Children’s Home and Beyond Social Services to spend the morning learning football skills from one of the League’s biggest names. We plan to include more charities in the second clinic targeted for late June.”

Said Duric, the three-time S.League Player of the Year winner, who is now a fitness coach with Tampines Rovers and a father of three: “I am happy that Great Eastern is fulfilling my SG50 wish. I have always wanted more opportunities to work with under-privileged children and teach them to learn and enjoy to play the Beautiful Game.”

This season’s Great Eastern-Yeo’s S.League will kick off with the exciting Great Eastern SG50 Charity Shield match between reigning champions Warriors FC and RHB Singapore Cup winners Balestier Khalsa at the Jalan Besar Stadium on 1 March. The match will also double up as a league fixture with three points going to the winners.

In tandem with the Charity Shield, Great Eastern will be raising funds for needy school children.

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## **About Great Eastern**

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$65.6 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 longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating from Moody's. It was 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 95 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

## **About S.League**

S.League was established in 1996 and is the only professional sports league in Singapore. In 2007, S.League was named one of the top ten football leagues in Asia. There are twelve competing teams in the S.League with three foreign teams. In 18 years of history, there are only five different S.League champions namely Geylang International FC, Warriors FC, Home United FC, Tampines Rovers FC and Etoile FC. The S.League champions will represent the Singapore in a playoff match to qualify for the Asian Football Confederation Champions League. It will be commencing its 20<sup>th</sup> season in 2015.

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