



## **MEDIA RELEASE**

### **Great Eastern Fulfils Former S.League and Singapore International Footballer Aleksandar Duric's Wish to Conduct Football Clinics for Underprivileged Children**

**Singapore, 20 March 2015** – Close to 60 young beneficiaries from Pertapis Children's Home and Beyond Social Services spent this morning at Jalan Besar Stadium learning football skills from one of S.League's biggest names, Aleksandar Duric.

Great Eastern announced last month that it will fulfil Duric's wish to conduct football clinics for underprivileged children as part of the company's SG50 Wishes campaign.

Great Eastern Chief Marketing Officer Colin Chan said: "As a homegrown brand, Great Eastern is delighted to celebrate Singapore's 50<sup>th</sup> anniversary with our Great Eastern SG50 Wishes campaign. The public were invited to submit their wishes, and Great Eastern will be fulfilling 50 of the most meaningful during the year. Public response has been encouraging, and we have received slightly over 3,000 submissions to date.

"What we would find particularly meaningful are wishes which support personal aspirations and dreams which celebrate life's great moments as well as do-good wishes which improve the lives of Singaporeans and the community. Aleksandar Duric's wish to conduct coaching clinics for needy children is one such meaningful wish.

"As a LIFE company, Great Eastern champions health and wellness, and we see football as a great platform to promote the benefits of a healthy lifestyle through sports and, just as importantly, a sport which promotes life skills such as teamwork, commitment and perseverance."

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 very happy that Great Eastern is fulfilling my SG50 wish. I have always wanted more opportunities to work with underprivileged children and teach them to learn to play and enjoy the Beautiful Game."

One young participant who enjoyed the football clinic was 9-year old Danial. "I feel so lucky to be here today. We were taught to pass, shoot and tackle, and it is so much fun to learn and play with my friends. Coach Aleksandar is very friendly and I like him a lot and am excited to meet him again to learn from him," he said.

This morning's clinic is the first of two Duric will be conducting. The next clinic will be held during the June school holidays.

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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.