



## MEDIA RELEASE

### OCBC BANK AND GREAT EASTERN LAUNCH FIVE-YEAR ENDOWMENT PLAN IN SINGAPORE WITH THE HIGHEST GUARANTEED ANNUAL YIELD OF 2%

Singapore, 24 July 2015 – In celebration of Singapore's Golden Jubilee, OCBC Bank and Great Eastern have launched an SG50 five-year single premium plan offering customers a guaranteed payout of 2% every year.

The total premium paid is guaranteed at maturity. Together with the guaranteed annual payout, this endowment plan offers the highest guaranteed returns in the market.

With a minimum premium of \$20,000, customers can choose between two payout options:	
<b>Option 1</b> <b>Withdraw Guaranteed Annual Payouts every year</b>	<b>Option 2</b> <b>Accumulate Guaranteed Annual Payouts and withdraw at the end of 5 years</b>
If premium committed is \$100,000: <ul style="list-style-type: none"><li>At the end of year one to four, customer receives an annual guaranteed payout of \$2,000. At the end of year five, customer receives an annual payout of \$2,000 (the guaranteed annual payout) + \$100,000 (the total premium paid)</li></ul> Total Guaranteed Amount received over five years is \$110,000. This gives a yield of 2% per annum.	If premium committed is \$100,000: <ul style="list-style-type: none"><li>From year one to five, annual payouts are accumulated* with Great Eastern</li><li>At the end of year five, customer receives \$110,000 (Guaranteed) , + *\$618</li></ul> This gives a Maturity Yield of 2.04%* per annum.

*\*Based on prevailing interest rate of 3%, subject to change by Great Eastern*

“Given the big SG50 celebration this year, and as one of the leading bancassurance players in Singapore, we decided that a special product should be developed for our customers. This product is suitable for those who are looking for an endowment with a short to medium time frame with both security and good returns. Thanks to our strong partnership with Great Eastern, we are able to develop a product that enables our customers to explore alternative options without worrying about losing their principal sum,” Mr Dennis Tan, Head of Consumer Financial Services Singapore, OCBC Bank, said.

Added Mr Lee Swee Kiang, Great Eastern’s Chief Product Officer, “Customers will have the best of all worlds. Not only will they enjoy the highest guaranteed annual yield of 2% for a five-year endowment plan, application is hassle-free with no medical underwriting required and policy issuance is guaranteed. Aside from the plan’s distinct benefit of paying out the highest guaranteed yield, customers will also enjoy basic protection against Death and Total or Permanent Disability. We feel this value proposition will resonate well with customers as it offers both stability and guaranteed returns.”

The special SG50 endowment plan can be purchased from OCBC Bank and Great Eastern’s distribution representatives.

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## SOCIAL MEDIA ASSETS

**Official hashtags:** #SinglePremium #SG50 #ocbcbank #greateastern

**Keywords:**

OCBC, Great Eastern, endowment, SG50



**Suggested tweet:** OCBC & Great Eastern introduce new endowment plan offering a guaranteed annual yield of 2% with a minimum premium amount of \$20,000 (131 characters)



**Suggested Facebook post:** OCBC & Great Eastern introduces new endowment plan offering a guaranteed annual yield of 2% with a minimum premium amount of \$20,000.

For all other updates on OCBC, follow @OCBCBank on Twitter and “like” facebook.com/ocbcbank on Facebook.

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## About OCBC Bank

OCBC Bank is 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. Recognised for its financial strength and stability, OCBC Bank is consistently ranked among the world's strongest and safest banks by leading market research firms and publications.

OCBC Bank and its subsidiaries offer a broad array of commercial banking, specialist financial and wealth management services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

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.

OCBC Bank's private banking services are provided by subsidiary Bank of Singapore, which has received increasing industry recognition as Asia's Global Private Bank, and was voted "Outstanding Private Bank in Southeast Asia in 2014" by Private Banker International.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the oldest and most established life insurance group in Singapore and Malaysia. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia.

For more information, please visit [www.ocbc.com](http://www.ocbc.com).

## **About Great Eastern**

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$67.4 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.

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