

MEDIA RELEASE

GREAT EASTERN LIFE DELIGHTS SIX FAMILIES WITH NATIONAL DAY PREVIEW TREATS

Singapore, 1 August 2015 – As part of its SG50 Wishes campaign, Great Eastern Life today treated six families to a stay at the Swissotel the Stamford to enjoy the spectacular fireworks and highlights of the National Day Parade Preview.

Commented Colin Chan, Chief Marketing Officer, Great Eastern Life, “The families shared the same wish – which was to experience this year’s National Day Parade with those dearest and closest to them. While we were unable to fulfil their wish specifically, since demand for NDP tickets far exceeded supply, we are glad to be able to still treat them to something memorable – a night’s stay at the Swissotel, where, from the balcony, they could experience ‘live’ some of the excitement of the Preview, including the fireworks – and to enjoy it as a family.”

Said Stacy Chiong whose eldest child suffers from spinal muscular atrophy, “We are thankful for such a special treat which means the world to me as it gives us the opportunity to spend quality time together as a family.”

Keck Teng Hong, whose birthday falls on 9 August, shared the same sentiments adding, “This is by far my most memorable pre-birthday treat!”

It was a triple celebration for Lydia Tan whose daughter and sister were both born in August, and another sister born in the year of Singapore’s independence. “I wanted to give my family, in particular, my 92-year-old dad, an NDP treat during Singapore’s Jubilee year. Although we were unable to attend the Parade itself, we had a great time with the VIP treatment we received from start to end – the limousine service from home to hotel, express check-in, welcome drinks as well as a nice goodie bag from Great Eastern. I couldn’t have asked for more.”



Great Eastern has appointed Aspire Lifestyles, a global concierge and lifestyle solutions provider, for on-ground planning for its SG50 Wishes campaign. Said Andrew Quake, General Manager of Aspire Lifestyles Singapore and Malaysia, “We are happy to be given the opportunity to work with Great Eastern to provide a priceless experience for those whose wishes Great Eastern is fulfilling.”

Organised in celebration of SG50, the Great Eastern SG50 Wishes campaign has attracted over 8,000 wishes from the public.

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About Great Eastern

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$65.7 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 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.