

Great Eastern C-Suite and Senior Management Don Tutus and Raise over \$28,000 for Charity

Singapore, 26 August 2015 – Great Eastern CEO (Singapore) Dr Khoo Kah Siang, together with 10 male members of the senior management team, gamely donned and walked in colourful tutu skirts this evening to raise funds for three children and women related charities.

After a brief catwalk on stage at the Great Eastern Centre Atrium, Dr Khoo and the senior management led a team of 300 Great Eastern staff on a charity walk from the office to Marina Bay and back.

Shared Miss Tan Seck Geok, Head Group Corporate Communications, “On this 10th year of our Great Eastern Women’s Run, we are taking the opportunity to leverage the Run to raise funds for charity. One of the initiatives is the Don A Tutu For A Cause. Since the men are not eligible to participate in the Run on 1 November, we wanted to involve them in some way... and from this, stemmed the idea of the Men-in-Tutus Charity Challenge. The Challenge was to raise \$20,000 in a short span of three weeks from our colleagues and advisory force and if we meet the target, our CEO and the men in our senior management team will don a tutu skirt and join staff in a charity walk today, on Great Eastern’s 107th birthday. We all agreed they looked great in the tutus!”

Commented Dr Khoo, “Today being Great Eastern’s birthday, we wanted to do something meaningful yet fun. I am glad the Great Eastern staff and advisory force rose to the challenge to raise the much needed funds for charity and in return, we were happy to play our part in donning the tutus to go the extra mile for the needy.”

Funds raised will go towards the three charities supported by the 2015 Great Eastern Women's Run CSR Programme – Breast Cancer Foundation (BCF), Community Chest (for children with special needs) and the Singhealth Duke-NUS OBGYN Academic Clinical Program which funds research to improve clinical and health care for women and their babies.



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.