

## **GREAT EASTERN MAKES DREAM COME TRUE FOR VOLUNTEER COACH**

*The company fulfills wish for coach Bukhari Bin Mohamed Salleh to play with Fandi Ahmad and other Singapore football legends*

**Singapore, 23 January 2016** – SG50 may be over, but Great Eastern has granted one last meaningful wish, rounding up its successful SG50 Wishes campaign.

This morning at Jalan Besar Stadium, Great Eastern made Mr Bukhari Bin Mohamed Salleh's wish come true. Bukhari, a volunteer football coach at Boys United FC, who coaches children, including from low income families, had submitted his wish to Great Eastern to play alongside some of Singapore's football legends in a friendly.

Great Eastern partnered with FAS to arrange for Bukhari and his team of parent volunteer coaches to play against Fandi Ahmad, Nazri Nasir, Ho Kwang Hock, Razali Saad, Shahri Rahim and Samad Allapitchay.

After the friendly, Fandi and team together with Bukhari and his volunteer coaches conducted a football clinic for 45 needy children from Boys United FC, a non-profit club.

Commented an elated Bukhari, "I am very grateful to Great Eastern for fulfilling my wish. This is beyond my wildest dreams... to be able to play alongside my football heroes together with my other coaches and parent volunteers. I love football, and I am working with an amazing bunch of kids who share my passion. Seeing our football legends in person and in action will, I hope, spur our young footballers to aspire to greater goals."

Joining the excitement on the pitch was Mr Ong Ye Kung, Acting Minister for Education (Higher Education and Skills), Senior Minister of State, Ministry of Defence and Member of Parliament for Sembawang GRC, who was specially invited by Bukhari to participate in the friendly.

Great Eastern's Chief Marketing Office Colin Chan said, "We are delighted to fulfil Bukhari's wish. He and his team of coaches are to be lauded for spending their Sundays volunteering their time and services to coach aspiring young footballers. As a LIFE company, Great Eastern has made it our purpose to empower the community to live healthier and better through sports. Football has the power to unite and energise. It is more than just a game. It has become very much part of our societal fabric."

Isma Danish, 10, a participant at today's event, said, "I had a lot of fun. It was so exciting to see the legends play against our coaches, in particular my favourite player Fandi Ahmad. I learned useful skills during the session and hope to play professionally one day."

===//===

### About Great Eastern

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$63.2 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.