

## **Great Eastern Opens New Office at Westgate Tower**

*With the new office, the company is well-placed to serve the community in western Singapore and to cater for its business growth.*

**Singapore, 2 February 2016** – Great Eastern today officially opened its new office in western Singapore. Located at Westgate Tower, in the heart of Jurong Gateway which is set to be Singapore’s largest regional centre with a catchment population of an estimated one million, the office will house a customer service centre and agency offices.

Modelled around an open plan and contemporary concept, the office, situated on the 18<sup>th</sup> and 19<sup>th</sup> floors of the Tower, occupies an area of 32,000 square feet.

For a start, about 300 Great Eastern distribution representatives, supported by customer service and new business underwriting teams, will be accommodated at the new premises.

Commented Great Eastern’s CEO (Singapore) Dr Khoo Kah Siang, “This is a significant milestone for us. We are excited to establish our presence in the West, where a good percentage of our customers reside. Our new Westgate office aptly reflects our customer-centric and business priorities – our commitment to better serve the community in the West, both existing and potential customers; to cater for strategic business growth and the expansion of our distribution force.

“We believe customers and employees alike will appreciate the open and spacious premises in a vibrant and contemporary setting. Not only is this ideal for greater customer engagement, it will also facilitate and spur collaboration and innovative thinking in our people.”

Service counters located on the 18<sup>th</sup> floor are designed to provide greater privacy for customers, while the distribution force can look forward to a working environment where ‘every desk has a view’ and to relaxing over a game of table soccer at the activity centre. To facilitate discussions, ‘relax corners’ complete with casual and colourful settees are strategically located on both floors.

Added Dr Khoo, “We believe a motivated and happy workforce is a productive and service-focused workforce.”

## 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. Recognised for its financial strength and stability, OCBC Bank has been ranked Asean's strongest bank and among the world's five strongest banks by Bloomberg Markets for five consecutive years since the ranking's inception in 2011.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has over 630 branches and representative offices in 18 countries and regions. These include the more than 330 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 90 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.