

## **MEDIA RELEASE**

### **Great Eastern Teams Up with Singtel to Champion Esports**

**Singapore, 13 March 2019** – Great Eastern shared today that it has signed a Memorandum of Understanding (MOU) with Singtel to support Singtel’s PVP Community Leagues for the year and jointly engage the local gaming community to develop their passion for esports. Great Eastern is the exclusive partner from the insurance sector for Singtel’s PVP.

Singtel unveiled PVP Community – two new leagues, PVP Campus which is open to all tertiary students, and PVP Corporate for working professionals at a launch event today. Both leagues will culminate in a finale PVP Carnival at the end of the year.

Great Eastern has a tradition of championing traditional sports, with its annual Great Eastern Women’s Run being the largest all-women run in Southeast Asia. This is its first foray into esports, which is poised to enter the mainstream. Interest in esports is growing exponentially and it will officially be introduced as a medal event at the 2019 Southeast Asian Games.

Commented Ryan Cheong, Managing Director of Strategy and Transformation at Great Eastern, “Great Eastern is very excited to team up with Singtel, Asia’s leading communications group, to engage the local community and youths in their passion for esports. Like traditional sports, esports champions values such as discipline, perseverance and hard work. We hope that with the engagement through esports, we would have a better appreciation of this emerging customer segment.”

Mr Arthur Lang, CEO of Singtel’s International Group, said, “We’re pleased to have Great Eastern support PVP Community alongside their traditional sports initiatives. This is a strong acknowledgement of esports and gaming and what we aim to achieve with PVP Esports – building a vibrant gaming ecosystem at the local and regional level. Partnerships are important to our ambitions and we hope to bring together more like-minded partners who are passionate about esports and developing the community.”

- End -

## **About Great Eastern**

A market leader and a well-established trusted brand in Singapore and Malaysia, Great Eastern was founded in 1908. With S\$85.0 billion in assets and over 4 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 and Brunei and has a presence 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 and Great Eastern General Limited have 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 is consistently ranked among the World's Top 50 Safest Banks by Global Finance and has been named Best Managed Bank in Singapore by The Asian Banker.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has more than 570 branches and representative offices in 19 countries and regions. These include over 300 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 100 branches and offices in Hong Kong, China and Macao under OCBC Wing Hang.

### ***For more information, please contact:***

Tan Seck Geok  
Head, Group Brand and Communications  
Tel: (65) 6248 2215 / 9138 2660  
Email: tanseckgeok@greateasternlife.com

Crystal Chan  
AVP, Group Brand and Communications  
Tel: (65) 6248 2056 / 9646 6361  
Email: crystalchanh@greateasternlife.com

Lix Seow  
Account Manager  
Tel: (65) 6325 8271 / 9751 4211  
Email: lixian.seow@sprg.com.sg

Nicolette Ten  
Account Executive  
Tel: (65) 6325 8278/ 9235 1126  
Email: nicollette.ten@sprg.com.sg