

MEDIA ALERT

Great Eastern Commemorates 111th Anniversary with a Blood Donation of 88 Units

Company's inaugural blood drive reaffirms Great Eastern's corporate citizenship as the lifeblood, pulse and heartbeat of Singapore's community



Caption: Colin Chan, Managing Director, Group Marketing; James Lee, Managing Director, Group Human Capital; Jesslyn Tan, CEO, Great Eastern Financial Advisers; and Keith Chia, Head of Group Brand and Marketing at Great Eastern participated in the blood donation drive with Great Eastern's staff, financial representatives and customers

Singapore, 17 September 2019 – As part of its 111th anniversary celebrations this year, Great Eastern hosted an inaugural blood drive in partnership with the Singapore Red Cross. The event was held at the company's new offices in Paya Lebar Quarter (PLQ) on 13th September 2019.

The event saw 142 donors pledging to donate blood. A total of 88 units were collected, which could help save as many as 264 people's lives. The donors comprised Great Eastern's employees, financial representatives, customers and the general public.

Currently, Singapore only has around 73,600 blood donors – less than 2 percent of the population¹. In addition, this number decreases by 600 every year due to age or illness.

“As the Life Company of Singapore, we are committed to making a difference in the lives of Singaporeans. This includes giving the life-saving gift of blood to those who need it,” said Colin Chan, Managing Director, Group Marketing at Great Eastern. “Giving back to the

¹ Health Sciences Authority, [The Big Blood Picture](#), 2018

community that has grown with and supported us throughout the years is important to us, and I was heartened to celebrate our 111th anniversary with a blood donation drive that brought together our employees, financial representatives and customers.”

Mr Chan added, “We hope to be able to continue our partnership with the Singapore Red Cross by encouraging regular blood donation amongst our employees and inspiring others to make a difference.”

The blood drive was held at Great Eastern’s recently opened office at PLQ, the company’s latest milestone in its 111 years of serving the local community’s financial needs.

The office, which has been designed to be a next gen facility – integrated, activity-based and flexible – houses 1,400 of Great Eastern’s growing workforce of financial representatives and corporate employees. Occupying the top four floors of PLQ, it features flexible spaces on the highest floor, which will be used to host community and customer events, promoting inclusivity and fostering close bonds and ties.

The office also features personalised rooms for the newly announced [Prestige Partners](#), a handpicked team of 141 elite and experienced financial representatives geared to serve the generation of new affluent customers – a segment that is growing rapidly in Singapore.

– 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 over 90 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

For more information, please contact:

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

Magda Niewczas
Manager, PR & Social Media
Finn Partners
Tel: (65) 3157 5604 / 8452 2069
E: magda.niewczas@finnpartners.com