

## General Announcement::Great Eastern Holdings appoints Khor Hock Seng as New Group CEO

### Issuer & Securities

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<b>Securities</b>	GREAT EASTERN HLDGS LTD - SG1I55882803 - G07
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### Announcement Details

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<b>Description (Please provide a detailed description of the event in the box below)</b>	Please see attached.
<b>Attachments</b>	<a href="#">Media Release.pdf</a> Total size =101K



**MEDIA RELEASE  
(For Immediate Release)**

**Great Eastern Holdings appoints Khor Hock Seng as New Group CEO**

**Singapore, 1 September 2015** – Great Eastern Holdings is pleased to announce that it has appointed Mr Khor Hock Seng (許福成) as its new Group CEO. Mr Khor will join the company with effect from 2 November 2015.

A veteran in the insurance industry, Mr Khor was most recently the chief executive officer of Aviva Asia and prior to that, chief executive and managing director of AIA's Malaysian business.

He has over 30 years of insurance experience and has held a wide range of leadership positions in actuarial, operations, sales & marketing and general management at Manulife, Hong Leong, British American Life & General and Malaysian American Insurance.

Mr Khor graduated with a Bachelor of Arts with a major in Actuarial Science and Statistics from Macquarie University, Australia and holds a Certificate of Actuarial Techniques from the London Institute of Actuaries.

Mr Khor said, "This is truly an exciting opportunity. With Great Eastern's rich legacy and strong franchise in Asia, coupled with the many talented and dedicated staff, we have an excellent foundation to fully capitalise on the growth potential in Asia. I am looking forward to working with the Board and Management team to further strengthen Great Eastern's leadership position in this region."

Mr Koh Beng Seng, Chairman of Great Eastern Holdings said, "My Board and I are delighted that Hock Seng is joining the Great Eastern Group. He brings on board his extensive knowledge of the Asian market as well as his in-depth understanding of the insurance business. We are confident that he will provide leadership to take the Great Eastern Group forward in its next phase of growth. He will play a pivotal role in the execution of our strategies as we strive to create long-term value for our customers and shareholders.

"I would like to take this opportunity to thank Mr Norman Ip, fellow Director and interim Group CEO, for working closely with Management to ensure that we continued to serve our customers well and that our core business fundamentals remained strong during the Group CEO transition period. Mr Norman Ip will continue to serve as a Director of Great Eastern Holdings."



## 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.

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