

MEDIA RELEASE

Great Eastern Uplifts Single Parents with Multi-generational Critical Illness Protection

From now till end December 2019, Great Eastern will co-fund 50% of their first year premiums for the GREAT Family Care plan

Singapore, 11 November 2019 – In conjunction with 2019 Singles' Day, Great Eastern is extending help to single parents to take the first step in protecting themselves and their family against critical illnesses by co-funding 50% of the first-year premiums for the GREAT Family Care plan. GREAT Family Care is Singapore's first multi-generational critical illness plan that covers three generations in a single policy.

Launched in May 2019, GREAT Family Care addresses the financial needs of the sandwich generation – individuals who bear the responsibility of caring for young children and aging parents, while juggling other financial responsibilities such as housing loans and childcare costs. Great Eastern empathises with the strain faced by single parents and is extending a helping hand to support and uplift them.

“Single parents have a lot on their plate and are often overworked and their sacrifices for their families overlooked. For them, insurance may seem like a luxury and not a necessity. Not because they do not think it is important, but because they have many other financial commitments which they have to manage on their own.” said Colin Chan, Managing Director of Group Marketing at Great Eastern. “This Singles' Day, we hope to help ease their financial burden and support them in taking the first step to protecting their whole family.”

Today, about one in every four working adults is part of the sandwich generation and the GREAT Family Care plan is an innovative package designed specifically to address their protection needs. Key features of GREAT Family Care include complimentary coverage for all current and future children of the life assured up till the age of 18 years, with each child enjoying comprehensive coverage of up to \$100,000 against 53 critical illnesses and 25 juvenile conditions such as severe asthma and epilepsy with no medical underwriting required.

The plan also boasts another first in Singapore benefit in providing coverage against major cancers, Alzheimer's disease or severe dementia and Parkinson's disease for the parents of the life assured without any medical underwriting, through a Parent Protect rider. These illnesses are covered as they commonly affect the elderly and pose a long-term strain on their families and caregivers. A lump-sum payout will help to ease the financial burden on these families and enable them to provide the necessary quality care for their parents. Each parent can be covered up to \$100,000 till the age of 100.

Interested customers can contact +65 6248 2211 or email wecare-sg@greateasternlife.com for more information.

Terms & Conditions

- Interested customers must register their interest at <https://gelife.co/StrongestSingles> by 31 December 2019.
- The 50% co-funding offer is applicable to the first 111 single parents who have registered their interest and is only valid for the first-year premium of GREAT Family Care.
- To benefit from the co-funding scheme, the policy must be enforced by 31 January 2020.

- 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 about 560 branches and representative offices in 19 countries and regions. These include over 290 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and over 90 branches and offices in Mainland China, Hong Kong SAR and Macau SAR under OCBC Wing Hang.

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