

## JOINT MEDIA RELEASE

### **Great Eastern Partners with ActiveSG to Launch First In-App Digital Insurance Plan for Active Lifestyles**

*Plan provides affordable 24/7 protection for active Singaporeans; every policy purchased through ActiveSG app contributes to the One Team Singapore Fund*

**Singapore, 9 September 2019** – Great Eastern and ActiveSG have partnered to launch Active Care, a personal accident protection plan underwritten by Great Eastern and for the first time, available exclusively to ActiveSG members through the ActiveSG app.

The partnership sees Great Eastern and ActiveSG coming together to advocate for Singaporeans to live healthy lives without worrying about accidents or injuries. As the national platform for Singaporeans to take charge of their physical fitness, ActiveSG users can now pursue an active lifestyle – at home, on the way to work, in the gym or fitness class – with 24/7 protection provided by Great Eastern’s Active Care plan. Active Care is available exclusively to ActiveSG members through its mobile app for only S\$9 per year – which includes accidental death/permanent total disablement protection up to S\$20,000 and medical expense reimbursements up to S\$200.

The plan will be available to more than 1.6 million ActiveSG users from 9 September 2019.

- **Exclusively on the app:** Active Care will be the first protection plan available on the ActiveSG app.
- **No medical examination required:** Singaporeans can purchase Active Care directly via the ActiveSG mobile app without undergoing any medical examination.
- **24/7 protection for family:** Everyone young and old (3–70 years old) can be protected 24/7, with coverage not limited to sporting activities.
- **Receive ActiveSG rebates:** Every plan purchased earns the member a rebate of S\$2 directly credited to their ActiveSG Wallet. For a limited time, members can enjoy additional S\$2 ActiveSG rebates.
- **Giving back:** In the spirit of sportsmanship and care for our local athletes, every purchase of the Active Care includes a S\$1 donation to the One Team Singapore Fund to aid Team Singapore athletes in their training and competitions.

Mr Lai Chin Kwang, Chief of ActiveSG, Sport Singapore said, “ActiveSG believes in offering individuals, families and communities ample opportunities to experience and share the joy of living better through sport. We are excited to work with Great

Eastern to encourage Singaporeans to embrace an active lifestyle while having peace of mind. The interface makes it easy for ActiveSG members to seamlessly access Active Care on the app with just a few clicks. The partnership will also celebrate the spirit of giving and support our local athletes by contributing S\$1 to the One Team Singapore Fund for every Active Care sign-up.”

“We are excited to be able play a role in working with ActiveSG to champion their charter for active lifestyles,” said Mr Ryan Cheong, Managing Director for Digital for Business, Great Eastern. “By making it conveniently accessible via the ActiveSG app, Active Care is designed to ensure all Singaporeans can pursue and enjoy active and healthy lifestyles.”

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### **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.

### **About Sport Singapore**

As the national sports agency, Sport Singapore's core purpose is to inspire the Singapore spirit and transform Singapore through sport. Through innovative, fun and meaningful sporting experiences, our mission is to reach out and serve communities across Singapore with passion and pride. With Vision 2030 – Singapore's sports master plan, our mandate goes beyond winning medals. Sport Singapore uses sport to create greater sporting opportunities and access, more inclusivity and integration as well as broader development of capabilities. At Sport Singapore, we work with a vast network of public-private-people sector partners for individuals to live better through sport.

To find out more, visit our websites [www.sportsingapore.gov.sg](http://www.sportsingapore.gov.sg) and [www.myactivesg.com](http://www.myactivesg.com). Follow us at [www.facebook.com/myActiveSG](https://www.facebook.com/myActiveSG) and [www.youtube.com/SingaporeSports](https://www.youtube.com/SingaporeSports).



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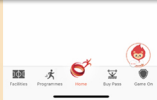
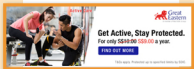
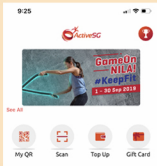
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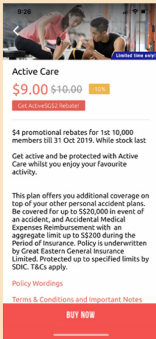
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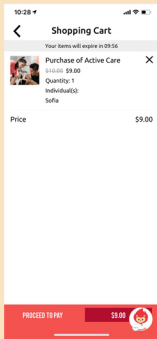
# Get Protected with **Active Care** in 3 Easy Steps:



**1** Login to my ActiveSG app, click the banner



**2** Complete selection and click 'Buy Now'



**3** Click 'Proceed to Pay'



Download the ActiveSG App!

