

**MEDIA RELEASE**

## **Great Eastern and Singtel Team Up to Host PVP ESPORTS @ GREAT EASTERN**

*Event will see professional and casual gamers put their skills to the test at the Great Eastern Centre; local esports personalities RZR Xian, Resurgence and Asterisk\* to make special appearances*

**Singapore, 26 September 2019** – Great Eastern and Singtel have joined hands to host PVP ESPORTS @ GREAT EASTERN on 26 and 27 September 2019 in support of the thriving esports community in Singapore.

The gaming event is an extension of Singtel’s PVP community leagues – PVP Corporate and PVP Campus Leagues – which saw teams from companies and tertiary institutions vie for spots at the finale held at PVP @ Singapore Comic Con this December. Great Eastern is PVP Esports community leagues’ exclusive partner from the insurance sector.

### **PVP ESPORTS @ GREAT EASTERN**

For two evenings on 26 and 27 September 2019, the covered plaza of the Great Eastern Centre will be transformed into an esports gaming arena where four teams will compete in the finals of the highly-popular multiplayer online battle arena game, League of Legends. The teams earned their spots after battling it out against 28 other teams in last weekend’s online qualifier round.

The finals will be streamed live across PVP Esports’ social media channels including [Facebook](#), [Twitch](#) and YouTube.

“We are very excited to support our partner Singtel in promoting the growth of a vibrant esports community in Singapore. The engagements with this fast growing community have allowed us to learn a lot more about this segment of our customers. Esports requires just as much physical and mental grit as traditional sports and to achieve excellence is no walk in the park.” said Ryan Cheong, Managing Director for Digital for Business at Great Eastern.

Cindy Tan, Head of Marketing, Singtel’s International Group, said, “This year, we have doubled down on efforts to engage the gaming community through meaningful events, experiences and content. Following the well-received PVP Corporate and Campus Leagues, we’re excited to offer yet another opportunity for gamers to come together in their shared passion with PVP Esports @ Great Eastern. The support of partners like Great Eastern is heartening as it is key in driving the growth of the local gaming scene.”

PVP ESPORTS @ GREAT EASTERN will also give casual players and the community the opportunity to immerse themselves in mobile and PC games. Singtel’s PVP Ambassadors Asterisk\*, Resurgence and Xian will be present and ready for friendly challenges with the

public in games such as Teamfight Tactics, League of Legends and Street Fighter V. Participants stand a chance to win a Samsung Galaxy A80, among many other attractive prizes.

In line with Great Eastern's commitment to care for the environment, efforts have also been taken to make this an eco-friendly esports event, by way of carbon-offsets through its sustainability partner, Sembcorp Power.

### **Great Eastern's Support for Esports**

With over [9.5 million enthusiasts in South-East Asia](#), esports is one of the region's fastest-growing industries and will be played for the first time as a medal sport at the 2019 South-East Asia Games. In Singapore alone, the development and distribution of video games contributed [S\\$1.95 billion in 2017](#). Globally, there were [380 million esports viewers in 2018](#) and this is estimated to grow to 557 million by 2021.

Great Eastern is the first insurer in Singapore to engage the local gaming community in pursuing and developing their passion for esports. This effort complements Great Eastern's longstanding support of traditional sports.

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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.

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