

## **MEDIA RELEASE**

For Immediate Release

### **GREAT EASTERN LIFE CELEBRATES 107<sup>TH</sup> ANNIVERSARY MILESTONE** Cakes were distributed to motorists at Jalan Ampang

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**Kuala Lumpur, 26 August 2015** – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) recently celebrated its 107<sup>th</sup> Anniversary as a leading life insurer in Malaysia. To commemorate this significant milestone, senior management team and employees along with the business partners, customers and public were all invited to a joyous gathering at the lobby of Menara Great Eastern for a morning filled with excitement.

This festive occasion featured booths set up by Great Eastern Life's LIVE Great merchant partners such as Anlene, OTO Wellness, and Vitacare to promote health and wellness as part of the LIVE GREAT Programme. Attendees were seen to enjoy fun activities at the Live Great Space, an interactive centre designed to support Malaysians in their quest towards achieving a healthier lifestyle via a series of health and wellness workshops and events. The "LIVE GREAT" cardholders were also delighted to be entitled to exclusive discounts and promotions from these merchant partners. Also present during the day was Sunny Lion, the mascot for ChildrenCare (Great Eastern Life's CSR programme) who was there to raise funds for charity and was a crowd-pleaser by patiently taking photographs with eager children.

The programme commenced with a welcoming speech by Dato Koh, followed by a cake cutting ceremony whereby participants were singing harmoniously to the tune of the Birthday song. It was indeed a jovial atmosphere to be witnessed where cakes were distributed to everyone. The senior management team was not left out when they too were invited to assist in distributing the cake to motorists at Jalan Ampang.

"In recognition of the contribution from our customers, employees and business partners that drove our company's success and achievements, I would like to thank

all of you for being with us throughout this great journey, and I look forward to continue celebrating our company's longevity for the many more years to come", said Dato Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern Life.

Dato Koh added, "We promise to continue elevating our standards of excellence, championing every effort to enrich life in meaningful ways and inspiring hope for a brighter future. I would like to express my sincere appreciation to the leaders of our community for their trust and support as we work towards building a healthier nation. Let's celebrate, because together we will Live Great!"

Attendees were thrilled when the lucky draw winners were announced. Dato Koh said, "To make our 107<sup>th</sup> birthday more exciting than ever, we have decided to give out 107 prizes to our lucky winners this year". Amongst the many prizes include an Apple Watch, which has yet to be available for sale in Malaysian stores, getaway packages for two to Legoland in Johor Bahru, and foldable bicycles to encourage healthy living.

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#### **ABOUT GREAT EASTERN LIFE ASSURANCE (MALAYSIA) BERHAD**

Great Eastern Life began its operations in 1908 as a branch office of The Great Eastern Life Assurance Company Limited. The Malaysian operations were subsequently transferred to a locally incorporated public company, Great Eastern Life Assurance (Malaysia) Berhad under the Scheme of Transfer of Business. The Company was certified by The Malaysia Book of Records in 1998 as "The Oldest and Largest Life Insurer" in Malaysia.

With more than a century of experience and solid financial foundation, Great Eastern Life has RM66.9 billion in assets, over 3.0 million policies in force and a network of 17,000 agents nationwide as at 31 December 2014. To date, Great Eastern Life has 21 operational branch offices and products include life insurance plans, investment-linked plans, mortgage protection, business protection, employee benefits, medical insurance and group health benefit schemes. Great Eastern Life Assurance (Malaysia) Berhad is a wholly-owned subsidiary of Great Eastern Holdings Limited (GEH) and its ultimate holding company is Oversea-Chinese Banking Corporation Limited (OCBC).

## **ABOUT GREAT EASTERN HOLDINGS LIMITED**

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With S\$67.4 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 second largest financial services group in Southeast Asia by assets. It is one of the world's most highly-rated banks, with an "Aa1" rating from Moody's. It is also 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 a network of over 450 branches and representative offices in 15 countries and territories, including about 330 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

For more information, please visit [greateasternlife.com](http://greateasternlife.com)

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