

## **GREAT EASTERN LIFE BAGGED FROST & SULLIVAN EXCELLENCE IN CUSTOMER EXPERIENCE AWARD 2016**

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**Kuala Lumpur, 3 August 2016** – Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) won the Frost & Sullivan Excellence in Customer Experience Award 2016 for two categories – Health Insurance Industry Malaysia and Mobile & Contact Center Experience. Jeffrey Yem, Chief Operations Officer of Great Eastern Life Assurance (M) Berhad received the certificate award from Hazmi Yusof, Managing Director of Frost & Sullivan Malaysia at Menara Great Eastern today. The result was achieved based on the Customer Experience Management Study in 2015 on customer's overall experience by Frost & Sullivan Malaysia.



Jeffrey Yem, Chief Operations Officer of Great Eastern Life Assurance (M) Berhad (standing right) receiving the certificate award from Hazmi Yusof, Managing Director of Frost & Sullivan Malaysia (standing left) at Menara Great Eastern today.

## **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 RM70.1 billion in assets, over 3.0 million policies in force and a network of 17,000 agents nationwide as at 31 December 2015. 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\$68.1 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 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. Recognised for its financial strength and stability, OCBC Bank has been ranked Asean's strongest bank and among the world's five strongest banks by Bloomberg Markets for five consecutive years since the ranking's inception in 2011.

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