

MEDIA RELEASE

For immediate release

THE LARGEST PARTICIPATION IN OBSTACLE CHALLENGE AT GREAT EASTERN VIPER CHALLENGE 2016 IN SEPANG

15,000 participants placed the event in Malaysia Book of Records

Kuala Lumpur, 5 November 2016 - 15,000 participants proved their perseverance and determination as they conquered the third and final Great Eastern Viper Challenge event for 2016 held at the Sepang International Circuit. The high number of participation set an exciting milestone for Great Eastern Viper Challenge by making it into the Malaysia Book of Records for the “Largest Participation in Obstacle Challenge”.

Great Eastern Life Assurance (Malaysia) Berhad (Great Eastern Life) is the title sponsor for the Great Eastern Viper Challenge 2016 at all three venues, Shah Alam, Genting Highlands, and Sepang. Each challenge took participants out of their comfort zones by testing their physical and mental endurance as they ran, jumped, slid, climbed and crawled their way to the finishing line in one of Asia’s biggest and most demanding obstacle races.

The final leg in Sepang was by far the longest and most challenging course yet in the Great Eastern Viper challenge series. The course feature a grueling 20km route that led participants through rugged terrain and breathtaking hurdles. Before reaching the finish line, they had to complete 20 obstacles which included swinging on suspended pipes and spinning monkey bars that tested the limits of their grip and upper body strength. There was no recording of time at any point in the challenge and participants often helped each other overcome obstacles.

Dato Koh Yaw Hui, Director and Chief Executive Officer Great Eastern Life, said, “In fulfilling Great Eastern’s brand aspirations as a LIFE Company, we hope to inspire Malaysians to live healthier and better. As the title sponsor for Great Eastern Viper Challenge 2016, we want to encourage Malaysians to ‘Live Great’ and take the initiative to ‘Make Life Great’. We want to create these ‘Live Great Moments’ for them to share with their loved ones especially when they take part in our events and activities.”

“Great Eastern Life is committed to inspire Malaysians especially the youth to turn their health intentions into actions. This event is an excellent opportunity for them to experience challenging situations and encourage them to work together in a team while having some great healthy fun at the same time.” Dato Koh Yaw Hui added.

At Great Eastern Viper Challenge 2016 @ Sepang, Great Eastern LIVE GREAT Card members enjoyed priority registration and access to the exclusive LIVE GREAT Chill Out Zone. At the Great Eastern booth, participants were given the opportunity to print out pictures captured during the event by uploading them on Instagram with a specific hashtag. Participants of the LIVE GREAT Fitness Challenge received LIVE GREAT premiums and those who successfully broke the record for the fitness challenge were rewarded with Starbucks Gift Cards. Additionally, participants who flashed their LIVE GREAT Cards were given the opportunity to double up the value of their prizes.

When the tough day come to an end, all participants walked away with their head held high and well-deserved bragging rights for conquering the Great Eastern Viper Challenge at Sepang International Circuit, not to forget bringing back home an unforgettable bonding experience with friends and loved ones.

Great Eastern Viper Challenge 2016 was presented by Great Eastern Life as part of their LIVE GREAT Programme, the first integrated health and wellness programme by an insurance company in the region. The Live Great Programme has five core components: Wellness Tools, Health Tips, Mobile Apps, Workshops and Events, and Exclusive Privileges. Together, they provide a wealth of health and wellness tips and tools – including a BMI calculator, calorie intake calculator, smoking tracker and more – to help Live Great Programme members kick start their journey to better health.

Under the LIVE GREAT Programme, Great Eastern Life has rolled out many successful and popular events including the signature LIVE GREAT Run, FitForLife Health Fair, Largest Zumba Fitness Party and most recently the Great Eastern Bubble Dash Run.

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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 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\$71.0 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 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 is consistently ranked among the World's Top 50 Safest Banks by Global Finance and has been named Best Managed Bank in Singapore and the Asia Pacific by The Asian Banker.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has over 610 branches and representative offices in 18 countries and regions. These include the more than 330 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 110 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

For more information, please visit greateasternlife.com