

MEDIA RELEASE

For immediate release

Overseas Assurance Corporation Rebrands To Great Eastern General Insurance

Kuala Lumpur, 21 August 2017 – Overseas Assurance Corporation (Malaysia) Berhad (OACM), has been rebranded Great Eastern General Insurance (Malaysia) Berhad (GEGM).

With the rebranding, GEGM is poised to further grow and strengthen its customer propositions, leveraging Great Eastern’s long standing legacy and heritage in Malaysia.

During the rebranding launch at Menara Great Eastern in Kuala Lumpur, GEGM Chief Executive Officer, Ng Kok Kheng said, “We remain committed to putting our customers first and will continue to focus on developing innovative products and services to cater to our customers’ evolving needs. Great Eastern is a brand customers know and trust. With the rebranding, there will be greater brand unity across our business lines which will enable us to fully leverage the strengths of our brand to better serve our individual and corporate customers.

“We remain committed to delivering good value and empowering our customers to make informed decisions regarding insurance solutions and will continue to provide innovative products and services. We will be boosting our digitalisation capabilities to make it more convenient and easier for customers to do business with us and vice versa.”

The launch was graced by Great Eastern Holdings Group CEO Khor Hock Seng and senior management in the presence of over 500 employees and agents who came together to mark the milestone.

In conjunction with the rebranding, GEGM launched *Great Shield Active*, a Personal Accident plan which provides double and triple indemnity on public conveyance or at public sport events for accidental death and total permanent disablement with a maximum sum insured of RM1.38 million.

Added Ng “Great Eastern believes in helping our customers live healthier and better. Events such as our Great Eastern Live Great Run and Great Eastern Viper Challenge annually attracts thousands of participants. Those who lead an active lifestyle will benefit from *Great Shield Active*. The plan is highly affordable and can be purchased with no underwriting required for sum insured up to RM880,000.

GEGM customers can also now enjoy Great Eastern's Live Great Programme, an industry-first loyalty programme which offers health and wellness privileges from more than 1000 merchant partner outlets across the region."

To welcome GEGM customers on board the programme, special treats comprising Brand's and Brooks products with free gift with purchase, O'Briens food and beverage as well as Lipid Profile and Body Composition Analysis, will be offered till 21 October 2017.

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ABOUT GREAT EASTERN GENERAL INSURANCE (MALAYSIA) BERHAD (GEGM)
(Formerly known as Overseas Assurance Corporation (Malaysia) Berhad)

Overseas Assurance Corporation Limited, now known as Great Eastern General Insurance (Malaysia) Berhad (GEGM), started operations in Kuala Lumpur in 1954. Its early focus was in general insurance but it expanded its life insurance business in 1963, making it one of the earliest composite insurers in Malaysia.

By 2000, it was one of the largest providers of life, health and general insurance in Malaysia, serving a customer base of more than 500,000 policy owners with total assets exceeding RM2.5 billion. It transferred its life insurance business to Great Eastern Life Assurance (Malaysia) Berhad in September 2001. Following this, it purely focused on the general insurance business.

It officially acquired the general insurance business of Tahan Insurance Malaysia Berhad ('Tahan') from 1 January 2011.

As at 31 December 2016, it has total assets in excess of RM1,101 million with a paid-up capital of RM100 million and a network of 13 branches with more than 3,000 agents.

About Great Eastern

Great Eastern is the oldest and most established life insurance group in Singapore and Malaysia. With \$71.1 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 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 340 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 100 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

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