

## PICTORIAL RELEASE

For immediate release

### **Great Eastern Life Malaysia launches EasyProtect on Shopee**

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**Kuala Lumpur** – Great Eastern Life Malaysia and Shopee have launched EasyProtect, a one-week micro-insurance plan with a coverage of up to RM45,000. Available at Shopee app at only RM2.50, the plan comes with guaranteed acceptance, without any underwriting questions asked.

In conjunction with Chinese New Year, every 8<sup>th</sup> customer who successfully activates their EasyProtect coverage online will be in the running to win exclusive prizes. During the campaign period from 8 to 18 February 2021, a total of 88 lucky customers will be rewarded.

EasyProtect is open to all Malaysians or permanent residents aged between 18 to 69, next birthday.

For more information, please visit [Shopee](#) or download the Shopee app and search “Great Eastern Life Malaysia” to access the Shopee store. Click on the “EasyProtect” product and follow the 3 simple steps to activate the plan.

You can also contact [GreatAssist@greateasternlife.com](mailto:GreatAssist@greateasternlife.com) for more inquiries.

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EasyProtect – Insurance Protection Made Easy

The advertisement features a red border and a white background with a large yellow and red abstract graphic on the right. In the top left, the Shopee logo is displayed. In the top right, the Great Eastern logo is shown with the text 'A member of the OCBC Group'. The central text reads 'Great Eastern EASYPROTECT' and 'Insurance Protection Made Easy'. At the bottom, three women are smiling and looking towards the right. The woman on the left wears a pink hijab and an orange dress. The woman in the middle wears a light pink floral qipao. The woman on the right wears a blue and gold sari.

Shopee

Great Eastern  
**EASYPROTECT**

**Insurance  
Protection  
Made Easy**

Great Eastern  
A member of the OCBC Group