

FOR IMMEDIATE RELEASE

CELEBRATING 114 GREAT YEARS AND BEGINNING OF A NEW CHAPTER IN GREAT EASTERN

Kuala Lumpur, 9 September 2022 – Great Eastern celebrated its 114th anniversary recently in full swing with the Senior Management Team and employees from Great Eastern Life Assurance (Malaysia) Berhad and Great Eastern General Insurance (Malaysia) Berhad.



Great Eastern celebrated its 114th Anniversary with the Senior Management Team and employees.

The event was made festive with lots of games and prizes to be won as employees get to celebrate the auspicious event physically after a 2-year hiatus.

In conjunction with the anniversary celebration, Great Eastern unveiled its new brand promise, a commitment to help customers achieve their goals and aspirations by protecting them against life's uncertainties and empowering their financial freedom.

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“Putting our customers at the heart of what we do has been integral to our success for the past 114 years. As we journey on, our new brand purpose elevates our continued commitment as the insurer of choice for life, to empower our customers to achieve their goals and Reach for Great”, said Dato Koh Yaw Hui, Chief Executive Officer of Great Eastern Life Assurance (Malaysia) Berhad.

Public can look forward to product initiatives, rewards and promotions from September onwards as well as catching the brand refresh campaign in digital and social media and media publication.



Great Eastern Life Malaysia Chief Executive Officer, Dato Koh Yaw Hui

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Group photo of Great Eastern's Senior Management Team and employees



Employees with the door gifts.

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Employees enjoying the games and activities during the 114th Anniversary Celebration.

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Great Eastern's new brand promise – Helping Malaysians Reach for Great

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ABOUT GREAT EASTERN LIFE ASSURANCE (MALAYSIA) BERHAD (GELM)

GELM 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, GELM under the Scheme of Transfer of Business. The Company

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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, GELM has more than RM91 billion in assets, over 3.0 million policies in force and a network of 22,000 agents nationwide as at 31 December 2021. To date, GELM has 21 branches nationwide and products include life insurance plans, investment-linked plans, mortgage protection, business protection, employee benefits, medical insurance and group health benefit schemes. GELM 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

Founded in 1908, Great Eastern is a well-established market leader and trusted brand in Singapore and Malaysia. With over S\$100 billion in assets and more than 13 million policyholders, including

10.5 million from government schemes, it provides insurance solutions to customers through three successful distribution channels – a tied agency force, bancassurance, and financial advisory firm Great Eastern Financial Advisers. The Group also operates in Indonesia and Brunei.

The Great Eastern Life Assurance Company Limited and Great Eastern General Insurance Limited have 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. 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 by The Asian Banker.

For more information, please visit greateasternlife.com.

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