

# JOINT MEDIA RELEASE



## OCBC TARGETS BANCASSURANCE LEADERSHIP THROUGH TIE-UP WITH GREAT EASTERN

Kuala Lumpur, 22 July 2009 – OCBC Bank (Malaysia) Berhad hopes to increase its bancassurance market share significantly through its partnership with Malaysia's largest insurance provider, Great Eastern Life Assurance (Malaysia) Berhad.

Revealing this at the launch of the OCBC-Great Eastern Bancassurance Partnership today, OCBC Bank's Director & CEO Mr Jeffrey Chew said after six years of operating in the bancassurance field, the Bank is now ready to move to the next phase of growth and contribution to the industry.

"OCBC Bank began offering bancassurance products through our inaugural partnership with MNI Insurance way back in 2003, and we have since gone on to partner with a number of other insurers as well along the way. We have seen our business grow steadily, with customers quickly warming up to what we had on offer.

"Today, the sealing of our bancassurance partnership with Great Eastern – the leading life insurance company in Malaysia with 2.25 million policyholders and a diverse range of offerings – signals our single-minded resolve to consolidate our position as one of the country's key providers of bancassurance products by bringing the very best of such products to the banking public," he said.

OCBC Bank has been recording double digit growth in bancassurance every year since 2003. Among the bancassurance products currently on offer through existing partners are whole life, endowment, term, personal accident, medical and investment linked plans.

Beginning today, OCBC Bank will market two Great Eastern bancassurance products, *MaxMoney Plus* and *MaxMoney Back*. Under the terms of the tie-up, Great Eastern would provide the insurance products while OCBC Bank markets and distributes the corresponding bancassurance offerings via its branch sales channels.

Elaborating on the partnership, Mr Koh Yaw Hui, Director & CEO of Great Eastern, said the bancassurance arrangement with OCBC Bank was made

possible through a combination of both the government's recent liberalisation initiatives and also the strong partnership forged between the two companies over the past seven years.

"The liberalisation of the financial sector announced by the Prime Minister in April presents exciting opportunities for Great Eastern as we are now able to leverage on strategic bancassurance initiatives with OCBC Bank. The collaboration represents a win-win situation for both companies as it provides opportunities for an expansion of Great Eastern's customer base.

"With a network of 29 bank branches throughout Malaysia, OCBC Bank's ability to mine the customer database renders significant market potential for Great Eastern as personal visits to bank branches are still common. This bancassurance tie-up with OCBC Bank will help us to achieve our target total weighted new business premiums of RM800 million this year, thus strengthening our market leadership in the Malaysian life insurance industry," he said.

The seven-year partnership between OCBC Bank and Great Eastern was previously limited to Great Eastern's marketing of OCBC Bank's products, namely credit cards and home loans; thus, the bancassurance tie-up also marks the first time Great Eastern Life Assurance products are being made available to OCBC customers at such a scale.

"We are pleased to build on this solid partnership that traces back to 2002 when we first began working together to market OCBC credit cards. Today, the co-branded *OCBC-Great Eastern Credit Card* has become a hit among Great Eastern policyholders, constituting about 25% of our total cards in force. In addition, I am pleased to say that mortgages sold by the Great Eastern agency force contributed to 8% of mortgage sales during the year.

"These statistics underline the strength of the partnership and we are confident that this experience will extend into the new bancassurance venture as well," Mr Chew added.

In conjunction with the OCBC-Great Eastern Bancassurance Partnership launch event, RM10 per new policy will be donated to charity during the first 3 months beginning today. The money will be channelled to *ChildrenCare*, a special charity project of Great Eastern Life Assurance (Malaysia) Berhad. Launched in December 1995, *ChildrenCare* benefits children's charities under the umbrella of the National Welfare Foundation in Malaysia. Since its inception, almost RM1.2 million has been donated to more than 120 charity homes and organisations across the country.

Also present at the launch event were OCBC Bank's Head of Consumer Financial Services Mr Charles Sik and Great Eastern's Senior Vice President of Bancassurance, Mr Chan Chee Wei.

Great Eastern is the market leader in the local insurance industry with more than 100 years in the business, while OCBC Bank is one of the largest financial institutions in Asia and the longest established bank in Singapore. Great Eastern Holding Ltd, the parent company of Great Eastern, is a subsidiary of the Singapore-based OCBC Group.



(L to R): Mr Charles Sik, Head of Consumer Financial Services, OCBC Bank (Malaysia) Berhad; Mr Jeffrey Chew, Director & CEO, OCBC Bank (Malaysia) Berhad; Mr Koh Yaw Hui, Director & CEO, Great Eastern Life Assurance (Malaysia) Berhad and Mr Chan Chee Wei, Senior Vice President Bancassurance, Great Eastern Life Assurance (Malaysia) Berhad.

### **About OCBC Bank**

OCBC Bank is Singapore's longest established local bank. It has assets of S\$180 billion and a network of more than 480 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, China, Hong Kong SAR, Brunei, Japan, Australia, UK and USA. This network includes more than 360 branches and offices in Indonesia operated by OCBC Bank's subsidiary, Bank OCBC NISP. OCBC Bank and its banking subsidiaries offer a wide range of specialist financial services, from consumer, corporate, investment, private and transaction banking to treasury and stock-broking services to meet the needs of its customers across communities.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia, in terms of assets and market share, and its asset management subsidiary, Lion Global Investors is one of the largest asset management companies in Southeast Asia. Additional information may be found at [www.ocbc.com](http://www.ocbc.com).

## **About Great Eastern**

Great Eastern 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 has assets in excess of RM37 billion, over 2.8 million policies in force, 24 Branch offices and a network of 17,000 agents nationwide as at 31 December 2008. Its products include life insurance plans, investment-linked plans, mortgage protection, business protection, employee benefits, medical insurance and group health benefits 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).