

MEDIA RELEASE

OCBC BANK INTRODUCES COUNTRY'S FIRST LIFE INSURANCE FINANCING SCHEME

Kuala Lumpur, 9 August 2010 – OCBC Bank (Malaysia) Berhad today introduced the country's first life insurance financing facility, as part of its effort to offer ease of life insurance purchase to home loans customers through the Great Eastern agency network.

The scheme, *OCBC Regular Premium Life Insurance Financing (LIF)*, is specifically directed to those who wish to take up a more comprehensive life insurance policy that goes beyond protection that is linked to the purchase of a home.

Unveiling the scheme today, OCBC Bank's Head of Consumer Financial Services Mr Charles Sik said *LIF* fulfils two major objectives: to offer a meaningful financing scheme to would-be Great Eastern policyholders, and to provide Great Eastern agents with yet another innovative product that expands their service offerings.



(L-R): Mr Song Hock Wan, Senior Vice President & Head of Customer Acquisition Division, Great Eastern Life Assurance (Malaysia) Berhad, Mr Koh Yaw Hui, Director & CEO of Great Eastern Life Assurance (Malaysia) Berhad, Mr Charles Sik, Head of Consumer Financial Services, OCBC Bank (Malaysia) Berhad and Ms Thoo Mee Ling, Head of Secured Lending, OCBC Bank (Malaysia) Berhad at the launch of the country's first life insurance financing scheme, LIF.

“*LIF* aims decidedly at ensuring customers are now in a position to obtain returns on their insurance payments in the long run. And we can find hardly a better place to start than when purchasing a home which, as we all know, is considered an individual’s biggest investment during his or her lifetime.

“This facility is really a progressive development from the existing MRTA which continues to be a viable option,” he said.

He added that through *LIF* customers are able to enjoy regular premium life insurance coverage without having to feel the burden of digging too deep into their own pockets.

“*LIF* involves the financing of a regular premium insurance plan that allows the borrower to take up an even more comprehensive insurance package.

“We believe this scheme will go a long way toward making something as important as life insurance more readily accessible to would-be Great Eastern policyholders.

“And I am pleased to inform you that *LIF* will be available through the strong Great Eastern agency force. With this, we are confident *LIF* will be both well distributed and well received,” he said.

Mr Koh Yaw Hui, Director and Chief Executive Officer of Great Eastern said: “The synergistic partnership between OCBC and Great Eastern results in simplifying protection for our customers while providing comprehensive coverage. This is a sophisticated product suitable for new home owners or young families as it protects their home and lifestyle should the inevitable happen.

“Life insurance protection is vital. By tying this in to home loans, we believe we are also paving the way for greater take up of this important protection mechanism. Our 17,000 strong agency force throughout the nation will be able to assist OCBC home loan customers understand what *LIF* is all about and in the application.”

The launch of *LIF* signifies yet another synergistic partnership between OCBC Bank and Great Eastern following their strong collaboration in the credit cards and bancassurance segments.

For more information, the public may call 1300-88-5000 or log on to www.ocbc.com.my

About OCBC Bank

OCBC Bank, established in 1912, is the second largest financial services group in Southeast Asia by assets. It is among the world's highest rated banks, with a long term credit rating of Aa1 from Moody's. OCBC Bank and its subsidiaries offer a broad array of specialist financial services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has a network of more than 500 branches and representative offices in 15 countries and territories, including 400 branches and offices in Indonesia operated by its subsidiary, Bank OCBC NISP.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia by assets, and its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia.

OCBC Bank offers Islamic banking products and services in Malaysia through its wholly-owned subsidiary, OCBC Al-Amin Bank Berhad.

For more information, please visit 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 RM44 billion, over 2.8 million policies in force and a network of 17,000 agents nationwide as at 31 December 2009. To date, we have 21 operational branch offices. 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).

For more information, please visit www.lifeisgreat.com.my