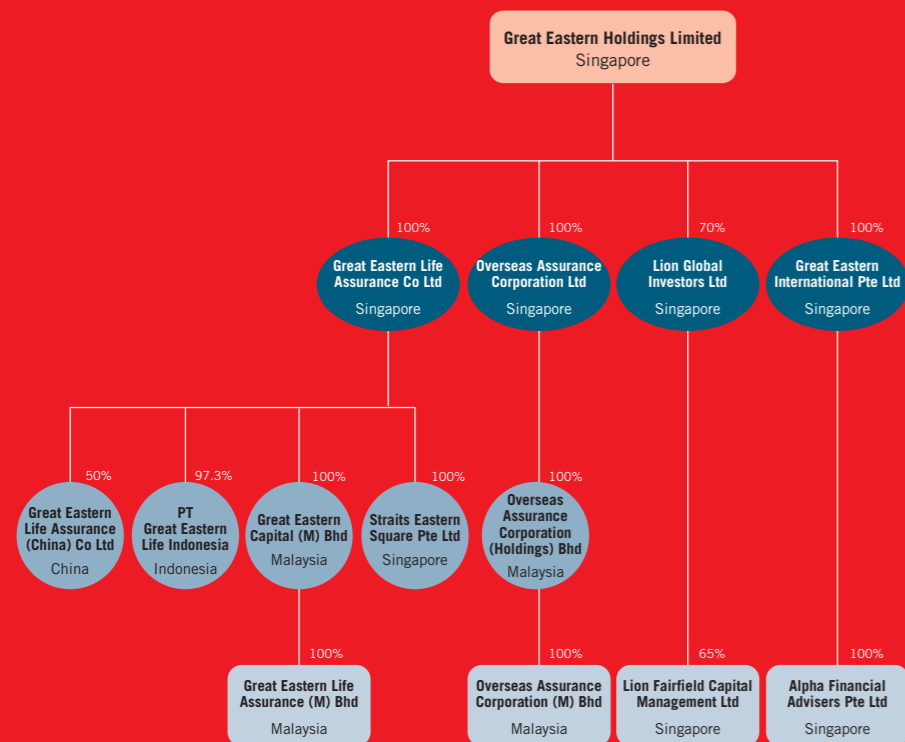


# Group Structure



## Alpha Financial Advisers Pte Ltd

To further consolidate our position as the leading financial service provider in Asia, we incorporated a subsidiary company called Alpha Financial Advisers in 2003. To complement our strong tied agency and bancassurance, Alpha provides a third channel in providing holistic financial advisory services of the highest standards of professionalism and expertise. It delivers financial solutions by using its proprietary financial advisory process and financial planning software – Infitum™. With its multi-product-multi-manufacturer framework, Alpha works with more than 40 onshore and offshore investment partners, 22 insurance principals, eight banks and five trust/legal firms to bring the best to its clients.

## Lion Global Investors Ltd

Lion Global Investors Limited is one of the largest asset management companies in Southeast Asia. It is 70% owned by Great Eastern and 30% by OCBC Bank. With total assets under management of about \$33 billion and a staff strength of about 140 (as at 31 March 2008), Lion Global Investors offers a comprehensive suite of investment products covering all asset classes to statutory boards, educational institutions, public and private companies, charities, non-profit organisations and retail investors.

Lion Global Investors' approach to investment is team-based and research-intensive, combining in-depth market insights with comprehensive sector knowledge. In 2008, Lion Global Investors garnered 12 local and overseas prestigious awards for the performance of its funds in 2007.

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1908-2008

## GROUP NETWORK

### SINGAPORE

#### Great Eastern Holdings Ltd

#### The Great Eastern Life Assurance Co Ltd

#### The Overseas Assurance Corporation Ltd

1 Pickering Street #13-01  
Great Eastern Centre  
Singapore 048659  
Tel: (65) 6248 2000  
Fax: (65) 6532 2214  
Website: [www.lifeisgreat.com.sg](http://www.lifeisgreat.com.sg)  
E-mail: [wecare@lifeisgreat.com.sg](mailto:wecare@lifeisgreat.com.sg)

#### Alpha Financial Advisers Pte Ltd

51 Goldhill Plaza #17-01  
Singapore 308900  
Tel: (65) 6725 9600  
Fax: (65) 6725 9616  
Website: [www.alphafinancialadvisers.com](http://www.alphafinancialadvisers.com)  
E-mail: [wecare@alphafinancialadvisers.com](mailto:wecare@alphafinancialadvisers.com)

#### Lion Global Investors Ltd

One George Street #08-01  
Singapore 049145  
Tel: (65) 6417 6800  
Fax: (65) 6417 6801  
Website: [www.lookforlion.com](http://www.lookforlion.com)  
E-mail: [contactus@lookforlion.com](mailto:contactus@lookforlion.com)

### BRUNEI

#### Great Eastern Life Assurance Co Ltd

Suite 1, 2nd Floor Badiah Complex  
Jalan Tutong  
Bandar Seri Begawan, BA 2111  
Negara Brunei Darussalam  
Tel: (673) (2) 24 3792  
Fax: (673) (2) 22 5724  
E-mail: [wecare@lifeisgreat.com.bn](mailto:wecare@lifeisgreat.com.bn)

### CHINA

#### Great Eastern Life Assurance (China) Co Ltd

50th Floor, Chongqing World Trade Centre  
131 Zourong Road  
Yuzhong District, Chongqing 400010  
People's Republic of China  
Tel: (86) (23) 6381 6666  
Fax: (86) (23) 6388 5566  
Website: [www.lifeisgreat.com.cn](http://www.lifeisgreat.com.cn)  
E-mail: [gelc@lifeisgreat.com.cn](mailto:gelc@lifeisgreat.com.cn)

#### Beijing Representative Office

No. 26 North Yue Tan Street  
Heng Hua International Business Centre 710A  
Beijing Xi Cheng District, Beijing 100045  
People's Republic of China  
Tel: (86) (10) 5856 5501  
Fax: (86) (10) 5856 5502

### INDONESIA

#### PT Great Eastern Life Indonesia

Menara Karya 5th Fl  
Jl. H.R. Rasuna Said Blok X-5 Kav. 1-2  
South Jakarta 12950  
Indonesia  
Tel: (62) (21) 2554 3888  
Fax: (62) (21) 5794 4717  
Website: [www.lifeisgreat.co.id](http://www.lifeisgreat.co.id)  
Email: [wecare@lifeisgreat.co.id](mailto:wecare@lifeisgreat.co.id)

### MALAYSIA

#### Great Eastern Life Assurance (Malaysia) Bhd

Menara Great Eastern  
303 Jalan Ampang  
50450 Kuala Lumpur  
Malaysia  
Tel: (60) (3) 4259 8888  
Fax: (60) (3) 4259 8000  
Website: [www.lifeisgreat.com.my](http://www.lifeisgreat.com.my)  
E-mail: [wecare@lifeisgreat.com.my](mailto:wecare@lifeisgreat.com.my)

#### Overseas Assurance Corporation (Malaysia) Bhd

Level 18, Menara Great Eastern  
303 Jalan Ampang  
50450 Kuala Lumpur  
Malaysia  
Tel: (60) (3) 4259 7888  
Fax: (60) (3) 4813 2737  
Website: [www.oac.com.my](http://www.oac.com.my)  
E-mail: [enquiry@oac.com.my](mailto:enquiry@oac.com.my)

### VIETNAM

#### Great Eastern Life (Vietnam) Co Ltd

Unit 1, Level 4, International Centre  
17 Ngo Quyen Street  
Hoan Kiem District  
Hanoi, Vietnam  
Tel: (84) (4) 9 363 900  
Fax: (84) (4) 9 363 902  
Website: [www.lifeisgreat.com.vn](http://www.lifeisgreat.com.vn)  
E-mail: [wecare@lifeisgreat.com.vn](mailto:wecare@lifeisgreat.com.vn)

#### Hanoi Branch Office

Viet Tower  
1 Thai Ha Street, Level 10, 11  
Dong Da, Hanoi

#### Great Eastern Life (Vietnam) Co Ltd - Ho Chi Minh City Branch

Mezzanine Floor, Tan Da Court  
86 Tan Da Street  
District 5  
Ho Chi Minh City, Vietnam  
Website: [www.lifeisgreat.com.vn](http://www.lifeisgreat.com.vn)  
E-mail: [wecare@lifeisgreat.com.vn](mailto:wecare@lifeisgreat.com.vn)



we are **100!**

*Life is great!*



# F

ounded on 26 August 1908 by a Canadian, AH Fair, Great Eastern Life Assurance Co Ltd has the distinction of being the oldest and most established life insurance company in Singapore and Malaysia. Starting out with only 15 staff and assets of \$70,000, the Company gradually expanded over the years under the management of strong leaders such as Lee Kong Chian, Runme Shaw, SQ Wong, Tan Chin Tuan, Howe Yoon Chong and Michael Wong Pakshong.

In November 1999, Great Eastern Holdings Ltd was incorporated and became the holding company of Great Eastern Life. Overseas Assurance Corporation Ltd, incorporated in 1920 as the first composite insurer in Singapore, merged with Great Eastern Holdings in December 2000.

With 100 years of history, Great Eastern is today the largest life insurance group and the market leader in Singapore and Malaysia, with about \$46 billion in assets (as at 31 March 2008). We provide financial security and protection for over 3 million policyholders in Singapore and Malaysia. We achieved a record net profit of \$547 million for 2007, exceeding our 2008 profit-after-tax target of \$500 million one year ahead of schedule.

Our mission is to make life great by providing financial security, and promoting good health and meaningful relationships, and our vision is to be the leading financial service provider in Asia, recognised for our excellence.

Great Eastern became a substantially-owned subsidiary of OCBC Bank in June 2004. It is the only insurance group in the region with two successful distribution channels – tied agency and bancassurance.

Over the years, Great Eastern is proud to have consistently achieved strong financial performance, and delivered value to our shareholders and customer service excellence to our policyholders. With our core values of integrity, initiative and involvement in the way we manage our business, we believe that everyone can enjoy a better quality of life and have peace of mind as a result of sound financial planning. We also believe that leading a healthy lifestyle and cultivating meaningful relationships with family and friends are essential for a fulfilling life.

## Strengthening our foothold in the region

Besides having a strong foothold in Singapore and Malaysia, Great Eastern's network has expanded to other countries in the region. We have a branch office in Brunei since 1975 and a subsidiary company in Indonesia known as PT Great Eastern Life Indonesia since 1996.

In June 2006, Great Eastern and Chongqing Land Properties Group launched a 50:50 joint-venture life insurance company, Great Eastern Life Assurance (China) Co Ltd. It is the first foreign joint-venture life insurance company to be headquartered in Chongqing in the western region of China. This new company will act as a bridgehead for our expansion plans into the rest of China. We also set up a representative office in Beijing in 2006.

In Vietnam, we obtained the licence of establishment and operation in late-December 2007. With an initial capital of VND 600 billion (about \$60 million), the new subsidiary company is known as Great Eastern Life (Vietnam) Co Ltd and targets to commence business operations by September 2008. Hanoi, the capital city of Vietnam, will be a stepping stone for our expansion into the vibrant Vietnamese market.

## Striving for service excellence

Great Eastern believes in building long-term relationships with our customers. We work towards delivering world-class customer service to our 1.4 million policyholders in Singapore and 1.9 million in Malaysia. We continue to maintain our competitive edge by going the extra mile to delight our customers at every contact point.

We are the first insurance company to use speech recognition technology for our interactive voice response system. This system gives our policyholders and life planners round-the-clock access to policy details in English and in Chinese. Our award-winning Call Centre continues to be a showcase for "Call Centre Excellence" for site visits from both overseas and local organisations.

In 2007, Great Eastern has once again been awarded the Singapore Service Class (for another three years) by SPRING Singapore for our customer service excellence, after having become the first insurance company to attain the prestigious certification in 2004. All operational departments in Singapore which serve our customers – Customer Service, Claims and New Business Underwriting – are also ISO certified. The operational departments in Malaysia have also been ISO accredited. This demonstrates Great Eastern's commitment to delivering excellent and quality service. The road to service excellence is a continuous journey and we will continue to provide quality service to our customers.

## Shaping a professional agency force

A professional and competent agency force plays a critical role in maintaining and strengthening our relationships with our customers. We have 2,300 life planners in Singapore and 17,000 agents in Malaysia.

In our efforts to boost the productivity and competency of the agency force, we promote continuous learning and development to our life planners and agents in Singapore and Malaysia. Our agency training arm, the Centre for Excellence (CfE), fulfils this role in both countries by training and equipping the agency force with important skills and competencies needed for their jobs. The CfE in Singapore also conducts a comprehensive programme which includes sales concepts, processes and tools that encompass the four pillars of life planning – Protection, Investment, Education and Retirement.

## Offering innovative and customer-centric products for financial security

Great Eastern offers our customers a suite of comprehensive and innovative range of financial products for protection, savings and investment. We constantly research the market so that we can launch new products and enhance our product offerings. This helps us to stay competitive and provide our customers with product solutions that suit their different financial goals and insurance needs.

From young singles to married couples, to parents with young children, customers saving for retirement as well as those who are enjoying their golden years, Great Eastern is there at every stage of our customers' lives to help them attain financial security.

## Leading in the bancassurance business

Great Eastern was the first insurer to establish a bancassurance network in Singapore in an exclusive arrangement with OCBC Bank in 1992. Our bancassurance business is conducted through, and underwritten by, OAC. We have built upon the strong Great Eastern-OCBC relationship and maintained our leadership position in the bancassurance sector. We will continue to focus on strengthening customer value by leveraging on revenue synergies and customer-focused products.

## Our general insurance business

Our general insurance business is underwritten and managed by OAC in Singapore and Malaysia. OAC distributes a wide and comprehensive range of commercial and personalised insurance products through agents, brokers, bancassurance and direct channels.

OAC continues to grow its business through close collaboration with the tied agency force and OCBC Bank, and continuously reviews and enhances its products and services to ensure that they remain relevant and competitive. In Singapore, our web-based e-Travel system facilitates travel insurance activation round-the-clock, and our e-Motor system enables life planners to generate, save and print motor insurance quotations for their customers at anytime, thereby providing faster turnaround time for motor quotations. These systems are user-friendly and accessible round-the-clock, resulting in greater convenience for our intermediaries and clients.

## Capitalising on leading-edge technologies

Great Eastern continues to push the envelope in innovation to remain competitive in the market. We integrate advanced technology with our business processes and operations to enhance customer service and deliver greater business value to our stakeholders.

Our financial planning portals, [www.lifeisgreat.com.sg](http://www.lifeisgreat.com.sg) in Singapore and [www.lifeisgreat.com.my](http://www.lifeisgreat.com.my) in Malaysia, are one-stop platforms which provide customers with product information and ease of contact with the agency force. Policyholders can also log on to *e-Connect* via our website where they get real-time access to their policy information.

Our *Lifeisgreat* 3G portal in Singapore provides worldwide access to important services, such as access to policy information for life planners and policyholders. Users can also use their Internet-enabled mobile phones to access our corporate portal and e-Services.

In Singapore, we have E-MAS (Electronic Mobile Advisory Solutions), a sophisticated and customised straight-through point-of-sale system which facilitates the proposal submission process for our life planners. It forms the backbone of our paperless initiative and allows them to conduct their sales process anytime and anywhere. This system won the Financial Insights Innovation Award 2007 for "Innovation in Operational Process". We were one of only 10 financial institutions in the Asia Pacific region to receive this prestigious award.

We have also transformed our IT infrastructure with the successful roll-out of the state-of-the-art Financial Products Management System (FPMS) in Singapore and Malaysia. The new infrastructure helps us to manage resources effectively through streamlining of business processes. It also enhances customer service and provides an effective platform to support our regional operations.



## Building on our "Life is great!" brand

A strong brand conveying a consistent message is one of Great Eastern's most valuable assets. We have launched corporate branding campaigns to increase our visibility and to communicate our ability to help our customers fulfil their goals. These campaigns have been rolled out through print, television, radio and outdoor mediums, and have been successful in increasing people's awareness of Great Eastern.

We are proud to be the title sponsor of the annual *Great Eastern Women 10K*, Singapore's largest all-women road race. The run in 2007 attracted more than 8,200 runners. We effectively used this event as a platform to promote the two pillars of our "Life is great!" philosophy – good health and meaningful relationships – by encouraging women to stay fit and bond with their families and friends at the run.

## Making life great for the community

Life is great when we have the opportunity to help the less privileged in our society. As an active corporate citizen, Great Eastern involves staff and life planners in our fund-raising activities. In Singapore, we have raised more than \$8 million for *ChildrenCare* and *GoldenCare* – our two community projects that support two children charities and two elderly homes under the Community Chest. In 2007, we were conferred the prestigious Special Events Platinum Award by the Community Chest for the 16th time, in recognition for the funds we have raised for charity through our fund-raising projects. In Malaysia, we have raised more than RM 1.4 million for *ChildrenCare*.