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Great Eastern Marks 117 Years in Malaysia and Unveils Refreshed Logo

Kuala Lumpur, 26 August 2025 – As it celebrates 117 years of serving Malaysia, Great Eastern Life Assurance (Malaysia) Berhad (GELM), Malaysia’s largest and longest established life insurer, today refreshed its corporate logo, underscoring a new phase of transformation into a forward-thinking, data-driven and future-ready organisation. The refreshed brand logo will also be applied to Great Eastern General Insurance (Malaysia) Berhad (GEGM) and Great Eastern Takaful Berhad (GETB).

Great Eastern’s refreshed logo captures the company’s enduring legacy and evolving ambition – a contemporary redesign that honours its deep-rooted heritage while signalling a confident step into the future and unifying the brand identity across its core businesses of life, general and takaful. It reflects the company’s ability to offer a comprehensive suite of solutions for both retail and corporate customers under one cohesive brand, as well as the delivery of synergistic and seamless customer experiences.

The lion motif has been evolved to convey greater gravitas, reflecting the company’s leadership and steadfast pursuit of excellence. The following elements of the lion each represent attributes that Great Eastern aspires to:

- The tail, a symbol of leadership as lions use their tails to communicate with their pride;
- The paw, representing confident forward strides;
- The mane, like an inner fire representing greatness of ambition and passion; and
- The eyes, focused and set firmly on the future

The Great Eastern wordmark has also been updated with a thicker weight, demonstrating the company’s confidence, and the tagline has been updated to “An OCBC Company” to reflect the company’s status as part of OCBC’s “One Group” network.

“The launch of Great Eastern’s new logo refresh marks more than just a visual refresh, it coincides with a remarkable milestone of building trust and driving purpose for 117 years, signalling our commitment and readiness for the next great chapter in helping customers Reach for Great” said Dato Koh Yaw Hui, CEO of GELM.

“We will continue to ensure quality healthcare remains accessible and sustainable for all Malaysians. Our mission is to develop innovative and comprehensive plans to provide financial security and protect Malaysians against unexpected events at every life stage” he added.

In conjunction with the anniversary celebration, GEGM is offering GREAT Home 360 and GREAT Shield Active, with rebates of up to 20% rebate and 30% respectively. The offers are made available from now until 31 January 2026.

Jeremy Yeap, CEO of GEGM, said “We know life is full of uncertainties, and our mission is to provide customers and their loved ones with peace of mind whether they’re at home or abroad. The refreshed corporate logo symbolises modernity, being approachable and always putting customers first in meeting their evolving needs.”

Leading the takaful business operations, Great Eastern Takaful continues to deliver inclusive Shariah-led health financial protection that reflects the principles of mutual assistance and community care. While the refreshed logo represents a unified brand identity across the Great Eastern Group, it also reinforces the distinct positioning of Great Eastern Takaful as a brand that integrates innovation with purpose, offering solutions tailored to the needs of a diverse customer base. With a strong foundation built on trust and shared values, the company remains focused on empowering individuals and families through meaningful protection.

"This logo refresh marks a significant milestone in our journey. It strengthens our alignment with the masterbrand while reaffirming our unique role in delivering takaful solutions that are comprehensive and purpose driven. The evolved identity reflects our reliability, and the deep trust placed in us, and demonstrates our readiness to meet the evolving needs of our customers with confidence and clarity" commented Shahrul Azlan Shahrman, CEO of GETB.

For more information about Great Eastern's and Great Eastern Takaful's new logo, visit <https://www.greateasternlife.com> or www.greateasternlife.com



Great Eastern Life Assurance (Malaysia) Berhad (GELM) CEO, Dato Koh Yaw Hui (in the centre) together with Great Eastern General Insurance (Malaysia) Berhad CEO, Mr. Jeremy Yeap (on the left) and Great Eastern Takaful Berhad CEO, Mr. Shahrul Azlan Shahrman (on the right) unveiled the Great Eastern refreshed brand logo.



All 3 CEOs from GELM, GEGM and GETB at the brand logo refresh event celebrating Great Eastern's 117th anniversary with mascot, Roarie.

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About Great Eastern Life Assurance (Malaysia) Berhad

Great Eastern Life 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 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 RM99 billion in assets, over 4.0 million policies in force and a network of close to 22,000 agents nationwide as at 31 December 2024. 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\$117 billion in assets and more than 15.5 million policyholders, including

11.5 million from government schemes, it provides insurance solutions to customers through multiple distribution channels – a tied agency force, bancassurance, direct digital, digital partnerships 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 ratings of "AA" by Fitch Ratings and "AA-" by S&P Global Ratings, one of the highest among Asian life insurance companies. Great Eastern's asset management subsidiary, Lion Global Investors Limited, is one of the leading asset management companies in Southeast Asia.

Great Eastern is a subsidiary of OCBC, the longest established Singapore bank, formed in 1932. It is 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 and AA- by both Fitch and S&P. Recognised for its financial strength and stability, OCBC 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 <https://www.greateasternlife.com/>

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