# GEH Annual General Meeting



**14 April 2025**

Great Eastern
A member of the OCBC Group

Reach for Great

# Overview of Great Eastern Group

**> 16 million**

Customers

**> SGD 17 billion**

Gross Premium

**> SGD 113 billion**

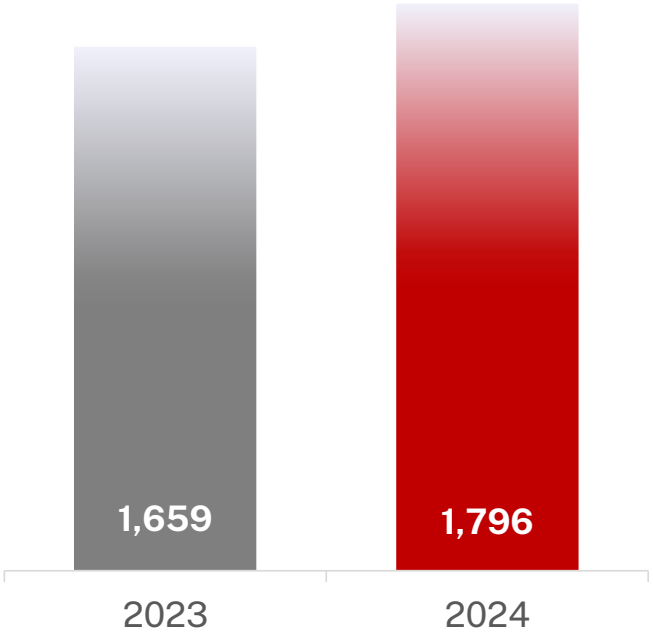
Total Assets

**AA-**

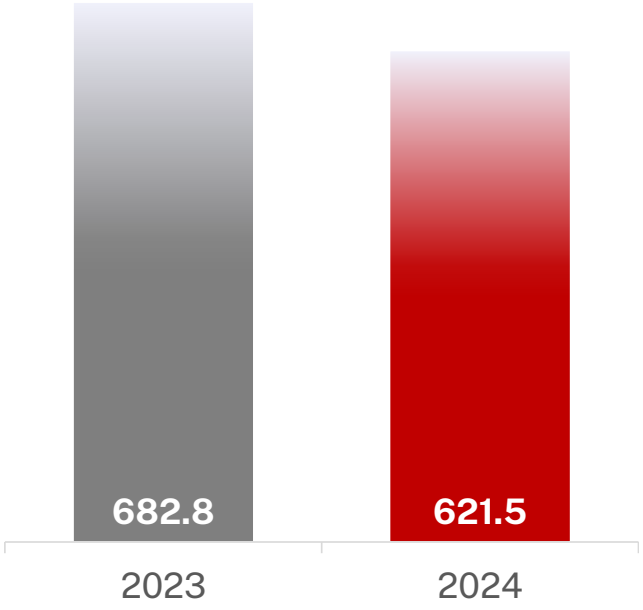
S&P Global Ratings for the last 14 years

# FY2024 Key Financial Metrics

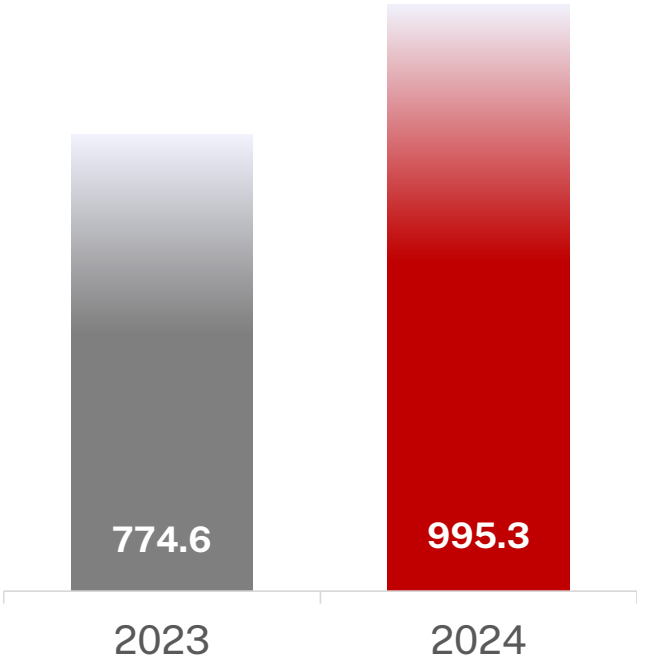
## Total Weighted New Sales (TWNS) (SGD' millions)




## New Business Embedded Value (NBEV) (SGD' millions)




## Profit Attributable to Shareholders (SGD' millions)



# Our focus for 2025 and beyond

## KEY STRATEGIC OBJECTIVES

**Accelerated Growth and Value Creation**

**#1 Customer Advocacy and Consistent Service Excellence**

## KEY STRATEGIC PRIORITIES

### Innovative Customer Propositions

- Tailored segment propositions leveraging breadth of business assets and regional presence
- Develop leading solutions across wealth accumulation, decumulation, legacy planning, medical and critical illness

### Optimise Distribution

- Optimise bancassurance operating model with OCBC and Bank of Singapore
- Enhance digital solutions and tools for both customers and financial representatives
- Develop future segment led channel models

### Synergies and Intelligence

- Drive service and efficiencies through consolidating economies of scale
- Accelerate embedding of data and AI to drive business, operational and risk management intelligence
- Leverage synergies within OCBC Group

# Thank You

