

FOR IMMEDIATE RELEASE

Great Eastern extends partnership with The Kallang Group, committing to year-round community events at National Stadium

One of Singapore's largest fully-sheltered, free-to-use civic spaces has a new name



Great Eastern and The Kallang Group launched Great Eastern Promenade at the National Stadium.

Singapore, 22 March 2026 – Great Eastern and The Kallang Group announced today that the iconic 888-metre sheltered running track encircling the National Stadium at The Kallang has been officially named Great Eastern Promenade, marking a new chapter in activating one of Singapore's largest fully-sheltered, free-to-use civic spaces as a vibrant hub for community events and social connections.

Refreshed in the company's signature red-and-blue colours, Great Eastern Promenade will anchor a year-long line-up of accessible programmes designed to encourage more active living for all. Building on its longstanding partnership with The Kallang Group, Great Eastern aims to bring new energy and activity to the space through thoughtfully curated experiences for families, fitness enthusiasts and the wider community.

Greg Hingston, Group Chief Executive Officer, Great Eastern said: "The promenade at the National Stadium is where the people of Singapore come to walk, run and stay active. With two of the OCBC Group's most iconic events, OCBC Cycle and Great Eastern Women's Run, already staged at The Kallang, expanding our presence through this promenade is a logical next step in our partnership and contribution



to the community. We see Great Eastern Promenade as a vibrant and open space where communities can thrive, make meaningful connections and have a balanced lifestyle through play.”

Quek Swee Kuan, Chief Executive Officer, The Kallang Group highlighted: “The Kallang comes alive each day as families, sports enthusiasts, and diverse community groups gather to enjoy shared experiences. At The Kallang Group, we continually seek to curate meaningful engagements that deepen the community’s connection with the precinct. We are therefore pleased to extend our longstanding partnership with Great Eastern to enhance our offerings through expanded community sport programmes and initiatives that promote financial literacy.”

A day of activities to mark the launch

To celebrate the launch of Great Eastern Promenade, the Great Family Play Day kicked off a pipeline of community activities to be rolled out throughout the year. Close to 350 individuals and families took part in activities including family pickleball, beginner-friendly cycling tryouts, and the onsite Great FinChamp Challenge, an interactive game for families with children to learn key financial concepts. The day was a preview of the experiences that Great Eastern will bring in including complimentary ‘Learn A Sport’, for children of policyholders who have enrolled in the Great Explorer Programme to learn sports such as pickleball and cycling.

On the right track: setting the pace for health and wellness

As a nod to the iconic annual Great Eastern Women’s Run, 75 runners took off at Great Eastern Promenade to launch the unisex Great Eastern Run Club. In collaboration with the Running Department, one of Singapore’s pioneering running clubs, the Great Eastern Run Club will offer a series of guided community runs led by its experienced run crews. Open to runners of all levels, it provides a structured yet welcoming environment where participants can train safely, track their progress, and draw motivation from a like-minded community.

To commemorate Great Eastern’s 118th year, families of customers and employees also chalked up 118 laps, with each family completing at least one lap around the track, symbolising the brand’s commitment to championing health and wellness across generations.

Nurturing Singapore’s financial champs of tomorrow

Great Eastern will launch a dedicated programme to financial literacy at The Kallang as part of its broader efforts to nurture a financially resilient generation. Called the Great FinChamp Challenge, it will be housed in a new Great Eastern installation space located near National Stadium Gate 14 and will showcase a



financial literacy game that helps students explore key financial concepts like saving, budgeting, insurance, and smart spending.

Set to welcome visitors from the second half of 2026, the installation space will provide a platform for community giving. Members of the public will be able to donate to Great Eastern's appointed charity partners, Daughters Of Tomorrow and Singapore Cancer Society, via a special vending machine and receive limited edition merchandise and collectibles as appreciation. Locker rental services will also be available, with all proceeds going to the charity partners.

As a Founding Partner of The Kallang and its Official Insurance Partner, Great Eastern aims to build stronger communities by promoting healthy lifestyles through sports and movement, and today, through financial literacy. As part of the collaboration, there are plans to introduce aspects of financial literacy into The Kallang's Learning Journey programme, an educational experience where participants explore The Kallang. In step with the OCBC Group – where OCBC serves as the Premier Founding Partner of The Kallang, Great Eastern is united in the Group's common vision to bring world-class entertainment and lifestyle activities to the community.

For the calendar of events by Great Eastern happening at Great Eastern Promenade, please visit: <https://www.greateasternlife.com/sg/en/about-us/brand/promenade.html>.

For the Great Eastern Run Club sessions held monthly from March till December 2026 at Great Eastern Promenade, please register at <https://www.runningdept.com>.

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About Great Eastern

Founded in 1908, Great Eastern is a well-established market leader and trusted brand in Singapore and Malaysia. With over S\$122 billion in assets and more than 16 million policyholders, including 11.7 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.

www.greateasternlife.com



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About The Kallang

The Kallang (formerly the Singapore Sports Hub) is Singapore's epicentre of excitement and the destination of choice for sport, entertainment, lifestyle and community events in Asia Pacific. Managed by The Kallang Group (formerly Kallang Alive Sport Management), The Kallang is a vibrant ecosystem in the heart of Singapore that is building on its rich legacy as a national stage and cultural landmark by hosting and organising world-class sporting events, live entertainment and inclusive community activities. The Kallang is where people come together to celebrate, play and connect – to feel alive.

Home to unique, best-in-class sports and entertainment facilities within the city, The Kallang plays an integral role in accelerating the development of Singapore's sports and tourism industry. The Kallang includes the following facilities:

- A 55,000-capacity National Stadium with a retractable roof and movable tiered seating
- A 12,000-capacity Singapore Indoor Stadium with pillarless interior
- A 6,000-capacity OCBC Aquatic Centre that meets World Aquatics standards
- A 3,000-capacity OCBC Arena which is scalable and flexible in layout
- Kallang Tennis Hub, Singapore's first international tournament-ready indoor tennis facility
- Kallang Football Hub housing Singapore's National Training Centre for football
- Water Sports Centre featuring canoeing, dragon boating and kayaking
- 41,000 sqm Kallang Wave Mall, including indoor climbing wall and Splash-N-Surf facility
- Great Eastern Promenade that encircles the National Stadium
- Singapore Youth Olympic Museum & Singapore Sports Museum
- Daily community facilities and activities, including beach volleyball, hard courts (futsal, basketball, netball and pickleball), lawn bowls, giant chess, skate park and running & cycling paths.

For more information, please visit The Kallang's website:

Website: <https://www.thekallang.com.sg/>

Facebook: <https://www.facebook.com/TheKallang/>

Instagram: <https://www.instagram.com/thekallang.sg>

LinkedIn: <https://www.linkedin.com/company/the-kallang/>

TikTok: <https://www.tiktok.com/@thekallang>

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