

MEDIA ALERT

For immediate release

Singlife Sets Guinness World Records Title for the Largest Human Image of an Umbrella

SINGAPORE, 18 October 2023 – Leading homegrown financial services company **Singlife** and their dedicated Financial Advisory (FA) partners have set a new Guinness World Records title for the "[Largest Human Image of an Umbrella](#)". This achievement took place on 2 October 2023 in Athens, Greece, in conjunction with the annual Singlife FA partners convention.



A total of 328 participants came together to form an impressive human image of an umbrella which symbolised Singlife's dedication to protecting its customers against risk and rainy days. The group comprised Singlife employees, its subsidiaries Grow with Singlife, Professional Investment Advisory Services (PIAS), Singlife Financial Advisers (SFA), as well as 17 esteemed FA partners – Alpha Wealth Financial Advisers, Avallis Financial, cnrst Pte Ltd, Expat Insurance, Financial Alliance, finexis advisory, GenRiver Financial, Infinity Financial Advisory, IPP Financial Advisers, Mitsui Bussan Pana Harrison, PFPFA, Phillip Securities, PromiseLand, Ray Alliance Financial Advisers, SG Alliance, SingCapital, and Synergy Financial Advisers.

Athens, the home of the Olympics with its original motto, "Faster, Higher, Stronger – Together", provided the perfect backdrop for this record-breaking feat. **Catherine Wong, Group Head of Distribution, Singlife**, said: "We embarked on this journey to set record title with a clear goal in

mind – to emphasise the unity and strength of our collaboration. This achievement not only demonstrates our dedication to our customers but underscores the message that Singlife and our FA partners are better together in our common pursuit of excellence. We firmly believe that we can achieve shared goals and reach greater heights by working as one.”

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About Singlife

[Singlife](#) is a leading homegrown financial services company, offering consumers a better way to financial freedom. Through innovative, technology-enabled solutions and a wide range of products and services, Singlife provides consumers control over their financial wellbeing at every stage of their lives.

In addition to a comprehensive suite of insurance plans, employee benefits, partnerships with financial adviser channels and bancassurance, Singlife offers investment and advisory solutions through its Navigator platform. It also offers the Singlife Account, a mobile-first insurance savings plan.

Singlife is the exclusive insurance provider for the Ministry of Defence, Ministry of Home Affairs and Public Officers Group Insurance Scheme. Singlife is also an official signatory of the United Nations Principles for Sustainable Insurance and the United Nations-supported Principles for Responsible Investment, affirming its commitment to finding a better way to sustainability.

First announced in September 2020 and valued at S\$3.2 billion, the merger of Aviva Singapore and Singlife was the largest insurance deal in Singapore then and created one of the largest homegrown financial services companies in the republic.