

MEDIA ALERT

For immediate release

Singlife Financial Advisers Makes a Bald Statement in Support of Children and Families Impacted by Cancer

SINGAPORE, 30 June 2023 – Singlife Financial Advisers (SFA), a financial advisory firm wholly owned by Singlife, hosted a Hair for Hope satellite event on 28 June. 17 participants shaved their heads in support of Children's Cancer Foundation's (CCF) flagship annual head-shaving campaign which serves to raise funds and awareness of childhood cancer.

The shavees — comprising SFA's Chief Executive Officer, staff and financial adviser representatives (FAR), along with Singlife staff, and family and friends of the FARs — had their heads shaved at the event held at the Singlife headquarters in Shenton Way. They have raised a total of S\$65,371 to date for the Hair for Hope campaign which concludes on 30 July. SFA will also be donating S\$17,679, bringing the current total donation to \$83,050.



Singlife Financial Advisers (SFA) CEO, Koh Wei Lee (front row, third from right) and Singlife Group Head of Distribution, Catherine Wong (front row, third from left) with the shavees at the SFA Hair for Hope Satellite event.

Among the shavees was **SFA Financial Services Manager, Lee Wei Sheng** who is a brain tumour survivor. Wei Sheng was diagnosed with a brain tumour formed in his pituitary gland, at the age of 30. With the help and support he received from his family, friends, and colleagues, Wei Sheng

was able to fully recover with strength and resilience. Reflecting on his health scare, Wei Sheng is thankful that he was given a second chance to live, and he has volunteered to shave his head at Hair for Hope for the first time to pay it forward.

Koh Wei Lee, Chief Executive Officer, Singlife Financial Advisers, who was one of the shavees, said: "This is SFA's seventh year of serving our clients in Singapore and we cannot imagine a better way to commemorate our anniversary than by giving back to our community. CCF's Hair for Hope campaign exemplifies SFA's core values of empathy and solidarity. My team and I are grateful for the opportunity to come together to raise funds to help children with cancer and their families, and to also raise awareness of childhood cancer."

Catherine Wong, Group Head of Distribution, Singlife, said: "We are very proud of our team from SFA, as well as my fellow Singlife colleagues, and the family and friends of our FARs for bravely stepping up to make a bald statement for this meaningful cause. We would like to thank them and everyone involved in this campaign."

In conjunction with the event, SFA sought to raise awareness about cancer and the latest advancements in cancer treatments through an educational talk by a medical oncologist attended by SFA clients. 32-year-old cancer survivor Rainier James also shared his personal cancer journey and the hard lesson he learnt about the importance of getting critical illness coverage earlier when one is young and healthy.

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About Singlife Financial Advisers

[Singlife Financial Advisers](#) (SFA) is a financial advisory firm in Singapore wholly owned by Singlife, a leading homegrown financial services company. SFA's experienced team of qualified professionals provide a wide range of financial advisory services. SFA works with insurance and investment providers to ensure customers have access to a comprehensive range of solutions for their ever-evolving financial needs. SFA is licensed and regulated by the Monetary Authority of Singapore (MAS).

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.