



NEWS RELEASE

For immediate release

Singlife to be title sponsor for Netball Nations Cup and National League

SINGAPORE, 15 January 2025 – Leading homegrown financial services company **Singlife** today announces its sponsorship of **Netball Singapore**. This is part of its initiatives to celebrate Singapore's jubilee in 2025, under a programme called "SG60 and Beyond", and reaffirms Singlife's commitment to advancing the development of local sporting talent, inspiring communities and helping Singaporeans achieve financial freedom.

As part of this sponsorship, Singlife will be the Title Sponsor of the Singlife Nations Cup, the most prestigious annual international netball competition held in Asia. It will also be the Title Sponsor for the Singlife National League, a local competition involving over 80 teams across 12 divisions.

Singlife's support for netball extends to the Singapore national team, known as the Singapore Vandas, who will represent the country at prestigious events such as the UAE Nations Cup and the 2025 Southeast Asian Games in December. In October 2024, the Vandas were crowned champions at the 13th Asian Netball Championships, an achievement showcasing the team's excellence on the international stage.

Singlife and Netball Singapore aim to elevate the profile of netball in Singapore through their partnership. Netball Singapore will allocate Singlife's sponsorship funds to elite player development, school outreach programmes, and flagship events, furthering the sport's growth and accessibility in Singapore.

Debra Soon, Group Head of Brand, Communications, Marketing and Experience at Singlife, said: "Netball embodies the values of teamwork and hard work which resonate deeply with Singlife. The Vandas have been incredibly successful and shown their resilience as individuals and as a team. Through our partnership with Netball Singapore, we want to inspire all Singapore women and their families, to encourage them to dream big, work hard and achieve success on the international stage. As Singapore celebrates SG60, we're proud to play a small part in shaping the next chapter of our nation's story, as we launch Singlife's SG60 and Beyond campaign."

This sponsorship comes as Singapore begins a year celebrating 60 years of independence. Singlife and Netball Singapore are working together on initiatives to foster resilience, bring communities closer, and inspire the next generation of athletes to achieve their dreams.

Daniel Ho, CEO of Netball Singapore, said: “Netball Singapore is thrilled to have a progressive, future-forward partner in Singlife. The sponsorship of the 2025 Singlife Nations Cup and the 2025 Singlife National League provides a major boost to our netball athletes in what looks set to be a jam-packed year for the sport. We look forward to working alongside Singlife to inspire and support a new generation of Singaporeans in fulfilling their aspirations, both on and off the court.”

Khor Ting Fang, national athlete and Co-Captain for the Singapore Vandas, said: “As a player representing the nation, I feel incredibly proud to have Singlife as our sponsor. Singlife’s support reflects its belief in local sports and in empowering Singaporeans to chase our dreams. Knowing that such a respected homegrown company recognises and stands behind us motivates us even more to represent Singapore with confidence and pride on the international stage.”

The Singlife Nations Cup will take place from 2 to 8 November 2025 at the OCBC Arena. It is set to feature national teams from around the globe competing in an electrifying week of netball action. In 2024, the competition drew over 9,000 fans, with about 1,500 fans in attendance at the finals. On the other hand, the Singlife National League, to be held from 26 May 2025 to 1 August 2025, offers structured competition for a range of skill levels, providing a platform for developing the next generation of netball stars in Singapore.

Singlife continues to support badminton

Singlife is also extending its sponsorship of national badminton player, Terry Hee, in 2025. In 2024, Singlife sponsored Terry and his wife, Jessica Tan, as the mixed-doubles pair chased their Olympic dream in Paris. Terry is currently competing with a new mixed-doubles partner, Jin Yujia, with the focus on qualifying for the 2028 Olympics in Los Angeles, USA. By supporting initiatives that celebrate Singapore’s excellence in sports, arts, and community development, Singlife reaffirms its dedication to building a better future for Singaporeans.

-END-

For more information, please contact:

Hilary Hoe
Singlife
E: hilary_hoe@singlife.com

About Singlife

[Singlife](#) is a leading homegrown financial services company that offers consumers a better way to financial freedom. We are headquartered in Singapore with a presence in the Philippines.

Singlife meets diverse customer needs by offering a comprehensive suite of insurance products, including life and health, general insurance and investments, employee benefits and financial advisory solutions.

We achieve this through a differentiated, open-architecture distribution model and Singapore's largest network of financial advisers.

A pioneer in the digital insurtech space, we offer digital solutions accessible through the Singlife App and [GROW with Singlife](#), an investment platform.

We are a key player in the employee benefits solutions space and are the exclusive insurance provider for the Ministry of Defence, Ministry of Home Affairs and Public Officers Group Insurance Scheme. We're also one of three government-approved long-term care insurance providers in Singapore.

We take our commitment to achieving Net Zero seriously and are an official signatory of the United Nations Principles for Sustainable Insurance and the United Nations-supported Principles for Responsible Investment.

Singlife was formed from the merger of Aviva Singapore and Singlife, originally an insurtech start up, in January 2022. Singlife is now a wholly owned subsidiary of Sumitomo Life, who acquired Singlife in 2024. We have over S\$14 billion in assets as of 31 December 2023 and are rated "A" and "Baa1" by Fitch and Moody's respectively.

Sumitomo Life was established in 1907 and is one of Japan's largest life insurance companies, with over US\$300 billion in assets as of 31 March 2024.

About Netball Singapore

Netball Singapore, established in 1962, is the national governing body for netball in Singapore. Over the years, Netball Singapore has evolved into a professionally run National Sport Association with a significant portion of its funding derived from sponsorship and revenue sources. The association supports more than 80 multi-team clubs, and netball is part of the curriculum in around 220 schools.

Netball Singapore is committed to fostering, promoting, and advancing the sport of netball in Singapore.

Most recently, Singapore was crowned champions at the Asian Netball Championships 2024, claiming its fourth Asian Netball Championships title and its first since 2014. The National Netball team placed 15th at the 2023 Netball World Cup. Notably, the National Netball team was named the Team of the Year (Team Sport) in the Singapore Sports Awards for two consecutive years, in 2015 and 2016.