



NEWS RELEASE

For Immediate Release

Singlife with Aviva Bags Double Wins at Insurance Asia Awards 2022

Singapore, 12 August 2022 – Homegrown financial services company **Singlife with Aviva** is proud to announce that it has won two major awards at the Insurance Asia Awards 2022, further cementing its position as a leading insurer in Singapore. Singlife's flagship digital product, the [Singlife App](#) was named Mobile App of the Year, and the company was also named Domestic General Insurer of the Year.

This milestone is a testament to the versatility of Singlife's insurance products and services, providing trusted protection and innovative designs that support the financial needs of customers. These wins strengthen the company's commitment to bringing clients a step closer to achieving financial freedom on their own terms.

Pearlyn Phau, Group Chief Executive Officer, Singlife with Aviva, said: "As a leading homegrown insurer, Singlife understands the needs of our customers in Singapore and has refined our products and services to serve them better. Our double win at such a prestigious award within the first year of our operations as a new entity, truly attests to our hard work in delivering quality protection and our dedication to enhancing our customers' everyday financial needs."

The Singlife App is the award-winning flagship digital product enabling customers to have full visibility, flexibility and accessibility to manage, save, spend, earn, invest and protect themselves all in a single platform. Delivering an interconnected financial experience, the mobile app provides customers access to the Singlife Account, an insurance savings plan with zero lock-ins, and Singlife Sure Invest (previously known as Grow), a digital insurance-linked policy with portfolios professionally managed by abrdn, a global investment company. The Singlife App also comes with a complimentary Singlife Debit Card so customers can enjoy greater liquidity and earn higher returns.

Varun Mittal, Group Head of Digital & Ecosystems, Singlife with Aviva, said: "Digital by design, the Singlife App was calibrated to meet the needs of today's digital generation. With financial services often being fragmented, it was important to create an intuitive and simple platform that meets all the financial needs of our customers. I am proud that the Singlife App has been recognised for its innovation and position as a gamechanger in the insurance industry, reshaping financial services to serve our customers better. We will continue to innovate and improve it."

Singlife's other win was for General Insurance, in particular, its Travel Insurance. Singlife Travel Insurance is an all-rounded policy, which offers affordable and comprehensive coverage for personal injury, trip cancellations, loss of frequent flyer points and unauthorised use of credit cards among other incidents. With tiered protection capabilities, Singlife's Travel Insurance is accessible and customisable. It was the first plan to offer COVID-19 cover when the pandemic struck and provides dynamic protection against today's needs. Travellers are also insured for unexpected disruptions, insulating them from stress and financial liabilities.

Pan Jinglong, Head of General Insurance, Singlife with Aviva, said: "Keeping the pulse of our customers' needs has been key to ensuring Singlife's Travel Insurance is relevant and effective. We offer trusted and reliable insurance so customers can travel with peace of mind. We have to be agile and adaptable and this sets us apart as we've dealt with unexpected challenges from the pandemic and other health scares over the last few years. We are honoured to be recognised for our intuitive protection plans that have kept our customers assured no matter where they are."

Recognising the most outstanding insurers, the Insurance Asia Awards 2022 is one of the most prestigious insurance industry awards in the region, honouring exceptional initiatives, products and solutions for over 130 companies from 30 countries in Asia. Singlife was previously awarded the Digital Life Insurance Initiative of the Year at the Insurance Asia Awards 2020.

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About Singlife with Aviva

[Singlife with Aviva](#) 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 solutions through its

dollarDEX and Navigator platforms. The mobile-first Singlife Account – with a Singlife Debit Card – allows customers to save, spend, earn and be insured all in one app.

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 at the time and created one of the largest homegrown financial services companies in the republic. Singlife is an official signatory of the United Nations' Principles for Sustainable Insurance, affirming its commitment to finding a better way to sustainability.