



NEWS RELEASE

For immediate release

Singlife Proudly Sponsors Award-Winning Local Film *Wonderland*

Underscores Singlife's commitment in supporting homegrown talents

SINGAPORE, 18 July 2024 – Leading homegrown financial services company, **Singlife**, is pleased to announce its sponsorship of the highly acclaimed locally produced film *Wonderland*. The production has clinched numerous awards internationally, including the Audience Award at the 24th San Diego Asian Film Festival, the Local Jury Prize at the 35th Palm Springs International Film Festival, and both the Best Actor and Best Supporting Actor prizes respectively for stars Mark Lee and Peter Yu at the inaugural Ho Chi Minh City International Film Festival.

A Story That Resonates

Set in Singapore in the late 1980's, *Wonderland* tells the story of single father, Loke (played by Mark Lee), who wants to fulfil his daughter's dream of studying overseas. The illiterate Loke struggles to communicate with his daughter Eileen (played by Xenia Tan) while she is overseas, and asks for the help of his neighbour, Tan (played by Peter Yu), who is seeking repentance for past regrets.

It's a poignant story, which centres on the dreams of Singaporeans for a better life. The movie also highlights themes of sacrifice, hope, and the unpredictable nature of life. It captures a bygone Singapore, set in the heart of a community and tells the story of the importance of friendship.

Everyone Can Dream

The movie's themes are in line with [Singlife's multi-year brand campaign](#), where Singlife believes everyone has a dream – and each dream is valid regardless of its grandeur. Each person's definition of [financial freedom](#) is also unique, and may change over time.

Through the sponsorship, Singlife looks to reinforce the message that dreams are attainable, with proper planning and time, one's financial freedom dream is possible. Singlife is here as a trusted financial partner to help empower Singaporeans to achieve a better way to financial freedom.

Commitment to Our Community

This sponsorship comes just after Singlife's announcement in June, to support Singapore-born national shuttlers, Terry Hee and Jessica Tan, the mixed-doubles badminton duo who hope to break into the top 10 of the World Rankings. The sponsoring of *Wonderland* reaffirms Singlife's commitment to support local talent.

Wonderland is more than just a movie. The award-winning production showcases local talents and its thought-provoking story fosters a deeper understanding and appreciation of our shared humanity. Whilst it is set in Singapore and the United States, with dialogue mainly in Hokkien, its themes resonate not only with Singaporeans but universally.

Singlife's Group Head of Brand, Communications, Marketing and Experience, Debra Soon said, "Through our sponsorship, we aim to bring this powerful story to a wider audience, shedding light on the challenges, including financial dilemmas, faced by the everyday Singaporean. It sends the message that everyone can have a dream and you do not have to go through the difficulties of achieving that dream alone. *Wonderland* is not just a film; it is a reminder of the enduring parental love and the importance of holding onto hope even in the face of adversity."

Set to open in cinemas this August, Singlife invites everyone to support this remarkable film and the talented individuals behind it.

For more information about *Wonderland* and its release, please visit <https://www.instagram.com/wonderland.movie/>

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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 [GROW with Singlife](#) 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.

The merger of Aviva Singapore and Singlife was announced in September 2020 and created one of the largest homegrown financial services companies in Singapore in a deal valued at S\$3.2 billion. It was the largest insurance deal in Singapore at the time.

Singlife was subsequently acquired by Sumitomo Life in March 2024, one of Japan's leading life insurers, which valued Singlife at S\$4.6 billion, making the transaction one of the largest insurance deals in Southeast Asia.