



NEWS RELEASE

For immediate release

Singlife with Aviva Rings in the Festive Season with \$8,888 Giveaway

A festive-themed promotional graphic for a contest. It features a man and a woman in the center, both smiling and making peace signs. The man is wearing a red shirt and blue pants, and the woman is wearing a dark red dress. Surrounding them are various prizes: a smartphone, a smartwatch, a tablet, a gift box, and two vouchers labeled "VOUCHER". The background is a light orange color with festive elements like snowflakes, stars, and confetti. On the right side, there is a large text area with the headline "A better way to \$8,888" in bold, followed by "Plus prizes like smart phones, watches and tablets!". Below this is a QR code and the text "Scan and join now". At the bottom right, the website "singlife.com/brand-contest" is listed, along with the note "Terms and conditions apply.".

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to **\$8,888**

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Singapore, 30 November 2022 – Homegrown financial services company **Singlife with Aviva** has launched its inaugural Christmas out-of-home (OOH) campaign. With a focus on Singlife's commitment to helping customers achieve financial freedom, the campaign features weekly contests with attractive prizes, including a grand prize of S\$8,888 cash.

From 24 November to 21 December, Singlife takes over City Hall MRT station with advertising OOH wraps containing QR codes to encourage members of the public to participate in the contest. Inspired by "[The Jugglers](#)" — Singlife's first brand campaign with Mediacorp Artiste Pierre Png — the contest's weekly prizes include items featured in the brand film.

Participants stand a chance to win a gift set of the latest Apple tech gadgets, including an iPhone 14 ProMax, an Apple Watch Ultra and a 9th Generation iPad. In the final week of the campaign, contestants will vie to win a grand prize of S\$8,888 cash.

Debra Soon, Group Head of Brand, Communications and Marketing, Singlife with Aviva said: "This is the first year-end festive season we are celebrating since we've emerged from the pandemic. Whilst many are taking the opportunity to travel, there are many others who have deferred travel till later and want to just go out and have a good time with friends and family. We thought it would be a good chance to celebrate the season, by gifting items linked to our

mission of inspiring everyone to think about financial freedom. It's a time to give, reflect and plan for the year ahead and think about what you want to achieve and a meaningful way to do it."

With new weekly quizzes to be answered, commuters are challenged to find the correct QR codes located around City Hall MRT station to enter the contest. There will be two sets of quiz topics — one on the Singlife Account and the other on Singlife's brand story. Contestants are required to answer both the open and close-ended questions in each category for their entry to be validated.

Awarding the best and most creative submissions for each of the contest questions, two winners will be chosen every round for the first three weeks, with the final week awarding one grand prize winner. Those who have won a weekly prize will not be eligible for another set of weekly prizes but can still participate in the final grand draw.

The winners will be announced on Singlife's [Instagram](#) every Thursday and will also be informed via their registered contact details.

For more details on the campaign and contest, please view the [terms and conditions](#).

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For more information, please contact:

Nadia Yeo

Associate

Wachsman

E: singlifewithaviva@wachsman.com

Erika Foo

Corporate Communications Manager

Singlife with Aviva

E: erika_foo@singlife.com

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.