



NEWS RELEASE

For immediate release

Singlife and WSH Council Launch Insurance Incentive Programme to Boost SME Employee Health

SINGAPORE, 24 July 2025 – Leading homegrown financial services company **Singlife** is partnering the **Workplace Safety and Health (WSH) Council**, an agency under the Tripartite Alliance Limited, to offer a discounted group insurance package to small and medium-sized enterprises (SMEs) that participate in the WSH Council's Total WSH Programme. This new incentive programme aims to reward employers who invest in their employees' health and wellbeing, with accessible and affordable workplace health insurance.

Under the new partnership, SMEs that opt for health screening and coaching under the free Total WSH Programme will enjoy a 10% discount on Singlife's MyBenefits Plus plan in the first year. For SMEs, such savings can be meaningfully reinvested into business operations or employees' wellbeing.

The Total WSH programme supports companies in creating safer and healthier workplaces. Through modular activity packages covering both health and safety, WSH Council-appointed programme managers work closely with companies to integrate safety and health practices into daily operations. More information on the programme is available at wshc.sg/totalwsh.

[MyBenefits Plus](#) is a flexible group insurance solution tailored for SMEs. It provides coverage for employees against unexpected health challenges and accidents, both on and off the job. The plan includes term life, personal accident and medical insurance, with optional add-ons for critical illness, outpatient care and dental benefits.

Companies opting for non-package group insurance plans will also receive complimentary wellness benefits¹ from Singlife in the first year. These include curated wellness privileges and activities under Singlife's corporate wellness programme, designed to boost employee wellbeing, retention and reduce healthcare costs.

Chia Ko Wen, Head of Sustainability, Singlife said, "We're pleased to support the WSH Council in creating safer and healthier workplaces. The wellness and safety of employees are integral to Singlife's sustainability efforts, as we believe that a healthy workforce is

¹ Benefits depend on portfolio size and premiums, and will be discussed with each client individually.



essential to long-term sustainable growth and positive social impact. Companies that invest in the wellbeing of their people ultimately build stronger, more resilient teams. This partnership aligns with Singlife's mission to deliver a better way to wellbeing – for individuals, organisations and the communities we serve."

Associate Professor Gan Wee Hoe, Member of the WSH Council and Co-Chairman of the WSH Council (Workplace Health) Committee said, "This partnership with Singlife marks a significant step forward for Total WSH by recognising SMEs that prioritise their employees' health and wellbeing. Participating SMEs gain not just from discounted insurance premiums, but also from their employees having better awareness of their health, and how to improve it."

The incentives under this partnership will be available for companies that participate in both Total WSH and enrol in Singlife's MyBenefits Plus plan until 31 March 2027, to offset their first-year premiums under the MyBenefits Plus plan.

-END-

For more information, please contact:

Samantha Jong

Grayling Singapore for Singlife

M: +65 8163 4662

E: singlife@grayling.com

Charlotte Chong

Singlife

E: charlotte_chong@singlife.com

Koh Hui Wen

Workplace Safety and Health Council

M: +65 9685 0673

E: koh_hui_wen@wshc.sg

About the Workplace Safety and Health Council

Established on 1 April 2008, the [Workplace Safety and Health \(WSH\) Council](#) comprises leaders appointed from major industry sectors (including construction, manufacturing, marine industries, petrochemicals, and logistics), government, unions, employers as well as professionals from the legal, insurance and academic fields. The Council works closely with the Ministry of Manpower and other government agencies, the tripartite partners, the industry, and professional associations to develop strategies to raise WSH standards in Singapore. The Council's main functions are to build industry capabilities to better manage WSH; promote safety and health at work, and recognise companies with good WSH records; and implement acceptable WSH practices.



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\$16 billion in assets as of 31 December 2024 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 2025.