

NEWS RELEASE

For immediate release

Singlife Dream Train Station at Seedly PFF 2024 On the Road to a Better Way to Financial Freedom



Hop on board the #SinglifeDreamTrain and play our interactive "Next Station: Financial Freedom" game to collect coins and earn prizes.

SINGAPORE, 5 April 2024 – Leading homegrown financial services company **Singlife**, is set to bring its "A Better Way to Financial Freedom" message to life at the **Seedly Personal Finance Festival (PFF) 2024**. The event, taking place on 6 April at the Marina Bay Sands Expo & Convention Centre, aims to empower consumers to manage their finances confidently.

Recognising the importance of early planning for long-term care, especially with statistics indicating that one in two healthy Singaporeans may experience severe disability by age 65¹, Singlife has introduced new Add-on Benefits for its **Singlife CareShield Standard and Plus** plans². These enhancements are designed to offer greater financial security to Singaporeans, aligning with Singlife's commitment to supporting national healthcare priorities and empowering individuals to navigate financial challenges effectively.

¹ [Half of CareShield Life beneficiaries are in their 30s \(straitstimes.com\)](https://www.straitstimes.com/singapore/health/half-of-careshield-life-beneficiaries-are-in-their-30s)

² [Singlife Enhances CareShield Plans with New Benefits to Support Policyholders from Mild Disability](https://www.singlife.com.sg/newsroom/singlife-enhances-careshield-plans-with-new-benefits-to-support-policyholders-from-mild-disability)

At the festival, Singlife will showcase its offerings at its booth, creatively named the "#SinglifeDreamTrain". The booth, modelled after an MRT cabin, symbolises inclusivity and accessibility – a fitting representation of Seedly PFF 2024's theme of "Singapore Neighbourhood." Attendees will have the opportunity to engage in an interactive game "Next Station: Financial Freedom" inspired by Singlife CareShield and **Singlife's 2023 Financial Freedom Index (FFI)**³.

Based on the FFI's key insight that the average consumer in Singapore requires S\$566,640 and 27.3 years to feel financially free, participants will be challenged to collect virtual Singlife CareShield tokens and make smart financial decisions within a 27-second timeframe to reach their "Financial Freedom" destination. Winners will walk away with gift vouchers ranging from S\$10 to S\$50.

Helen Shen, Group Head of Health at Singlife, will participate in a panel discussion titled "Navigating Singapore's Ageing Population: Insurance Solutions for Health and Longevity" at the **Huat! Stage at 3.20pm**. Alongside fellow panellists including Chan Wai Kit, Executive Director of Life Insurance Association (LIA) Singapore; Goh Theng Kiat, Chief Customer Officer of Prudential Assurance Company Singapore; and Thomas Kapeller, Group Head of Insurance at MoneyHero Group (Moderator), Helen will address critical questions surrounding the increasing life expectancy of Singaporeans, the associated healthcare costs, necessary insurance policies, and the evaluation of insurance options.

In addition, content creator and cancer survivor, **Rainier James** will share his personal journey at the **Heng Stage at 1.25pm**. Having faced a life-altering diagnosis of testicular cancer despite being young and healthy, Rainier's story emphasises the importance of being adequately insured. His experience underscores the significance of comprehensive insurance coverage, such as **Singlife's Shield plan**, which covers hospitalisation and proved instrumental in covering his medical expenses.

Join Singlife at our #SinglifeDreamTrain booth and attend the panel discussions by Helen and Rainier for more insights!

For more information on Singlife CareShield Standard and CareShield Plus, visit <https://singlife.com/careshield>.

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³ [Singlife 2023 Financial Freedom Index \(FFI\)](#)

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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 2022 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.