



NEWS RELEASE

For immediate release

Singlife Launches First-In-Market Family Personal Accident Insurance with Unique Shared Coverage

- *Shared coverage designed for accident protection for the entire family, offering greater affordability than individual policies*
- *Singlife also introduces a personal accident plan with coverage limit up to S\$3 million with maximum coverage age of 99 years, one of market's highest for individuals*

SINGAPORE, 23 April 2025 – Leading homegrown financial services company Singlife introduces **Singlife Family Accident Care**, the market's first personal accident plan with a shared coverage limit for the entire family.

This is designed for families seeking comprehensive accident protection and offers better affordability for families who do not need individual coverage for each family member. On top of that, families can enjoy a premium discount of up to 50% for their children if they are added to the policy. It offers coverage options of S\$500,000 or S\$1 million for accidental death and dismemberment for up to six family members.

Separately, Singlife also launched **Singlife Accident Care**, tailored for individuals, with high coverage limits of up to S\$3 million for accidental death and dismemberment. This addresses the significant financial costs and potential income replacement needs that can arise from severe accidents. It also provides coverage for up to 99 years of age, one of the longest coverage periods available in the market.

"At Singlife, we're always looking for better ways to support our customers at every stage of life. We understand that families desire comprehensive accident protection but face cost considerations." said **Helen Shen, Group Head of Products, Singlife**.

"Singlife Family Accident Care, with its unique shared coverage limit and discount for children, offers an affordable yet robust solution to safeguard the entire family. As for Singlife Accident Care, Ms Shen added: "There are those who feel they need more protection in case they encounter an accident. Its high coverage and 99-year age limit ensure accessible and comprehensive protection across life stages."

Both plans offer two unique benefits - the Life Stage Event Benefit provides an additional lump sum payout for accidental death or total and permanent disability occurring 12 months after a significant life event. Additionally, the Annual Leave Compensation Benefit offers a cash benefit of S\$100 per day if the insured is



hospitalised for four days or more, and their parent, spouse, child, or sibling takes annual leave to provide care. The plans also cover conditions such as food poisoning, 21 infectious diseases, injuries resulting from recreational sports, and more.

Product terms and conditions apply. To find out more about Singlife Family Accident Care and Singlife Accident Care, please visit our [website](#).

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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\$14 billion in assets as of 31 December 2023 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 2024.