



NEWS RELEASE

For immediate release

Singlife with Aviva Launches A Better Odyssey to Support Local Start-ups on Digitalisation and Growth Journey

Singapore, 4 July 2022 – Leading homegrown financial services company **Singlife with Aviva** announced the launch of a cross-industry collaboration, **A Better Odyssey**, which will help promising start-ups and small and medium-sized enterprises (SMEs) in Singapore to digitalise and scale their operations.

A Better Odyssey brings together leading international digital solutions partners, including **Google** and **GrabForBusiness**, homegrown FinTechs such as, **Razer Fintech**, **ShopBack**, **PayLater**, **Debia**, **Exabytes**, **Pand.ai**, **Quickdesk**, **Sleek** and **Volopay**. These partners will work across multiple industry verticals and focus on empowering emerging businesses through innovative digitalisation and productivity solutions.

Emerging businesses can look forward to exclusive offers such as free credits, preferential pricing for products and services and further networking opportunities. They will also enjoy coverage from Singlife's Group Personal Accident (GPA) insurance scheme, helping them to safeguard their early-stage growth.

Singlife's A Better Odyssey programme is the first open architecture programme by an insurance company in Singapore, helping to provide a one-stop shop for local start-ups and SMEs to access a wide range of solutions, including business management, operations and payment. With digital transformation continuing to define today's world and digital requirements becoming more complex and fragmented than ever, it has become increasingly important to establish a unified proposition that can support emerging enterprises and address their pain points.

Varun Mittal, Group Head, Digital & Ecosystems, Singlife with Aviva, said, "We are extremely grateful for the support from our many partners in helping us establish and lead this important ecosystem initiative. Singlife offers consumers a better way to financial freedom and we want to help emerging businesses find a better way to grow. We look forward to this journey as their technology-empowered, financial services partner."

Lee Li Meng, CEO, Razer Fintech said, "With the fast-evolving and growing digital ecosystem, we believe through this partnership with Singlife, we will be able to support the digitalisation and growth journey of many start-ups and SMEs with a one-stop payments solution across Southeast Asia."

Charmain Tan, CEO, QuickDesk said, "Founded in Singapore, QuickDesk seeks to empower businesses and professionals to drive more sales digitally through automating

communications and sales and marketing processes. We are therefore excited to partner Singlife with Aviva, a homegrown financial service company, to uplift and empower fellow local SMEs and Professionals, Managers, Executives and Technicians (PMETs) through our suite of solutions.”

In the initial phase, A Better Odyssey looks to partner up to 200 entities on their digitalisation and growth journey. Local companies who wish to embark on A Better Odyssey may wish to log on to singlife.com/abetterodyssey for more details.

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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 Advisor 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. Singlife with Aviva was formed by the merger of Aviva Singapore and Singlife. First announced in September 2020 and valued at S\$3.2 billion, it was the largest insurance deal in Singapore and created one of the largest homegrown financial services companies in the republic.