

## NEWS RELEASE

For immediate release

### Singlife Empowers Consumers to Take Control of Financial Wellbeing at Seedly Personal Finance Festival 2024



*Dr. Tan See Leng, Minister for Manpower and Second Minister for Trade and Industry at the Singlife booth playing the "Next Station: Financial Freedom" game, inspired by Singlife CareShield and Singlife's 2023 Financial Freedom Index (FFI).*

**SINGAPORE, 11 April 2024** – Leading homegrown financial services company, **Singlife** brought its "A Better Way to Financial Freedom" message to life at the **Seedly Personal Finance Festival (PFF) 2024** on 6 April.

Singlife showcased its improved Singlife CareShield policies, designed to provide greater financial security against unforeseen health issues. Singlife's creatively named booth, "#SinglifeDreamTrain," resembled an MRT cabin, reflecting the festival's theme of the 'Singapore Neighbourhood'.

Guest-of-Honour, **Dr. Tan See Leng, Minister for Manpower and Second Minister for Trade and Industry**, visited Singlife's booth and participated in the "Next Station: Financial Freedom" game, inspired by Singlife CareShield and [Singlife's 2023 Financial Freedom Index \(FFI\)](#).

Based on the FFI's finding that Singaporeans need an average of S\$566,640 and 27.3 years to achieve financial freedom, the aim of the participants was to collect virtual tokens while

avoiding 'plasters', symbolising the importance of protection in the face of unexpected life's unexpected events. Participants have to finish the game within 27 seconds to reach their "Financial Freedom" destination and win vouchers.

During the "Navigating Singapore's Ageing Population" panel, Singlife's **Group Head of Health, Helen Shen**, emphasised proactive financial planning, especially for young adults, and regular insurance reviews to ensure adequate coverage for future healthcare costs.

Highlighting Singapore's ageing population, Helen stressed Singlife's commitment to supporting the national focus on community and aged care. The new Add-on Benefits for Singlife CareShield Standard and Plus plans and the launch of [Singlife Care Collab](#), a comprehensive care ecosystem platform, demonstrate this commitment.

Cancer survivor and content creator, **Rainier James**, also shared his experience with testicular cancer and how he overcame the odds with the help of Singlife's Shield plan, underlining the importance of comprehensive insurance.

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

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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.