



NEWS RELEASE

For immediate release

Singlife Adopts Critically Endangered African Penguins at Singapore Zoo

SINGAPORE, 27 June 2025 – Leading homegrown financial services company [Singlife](#), today announces its adoption of the critically endangered¹ African Penguins at the Singapore Zoo, contributing to their care and broader conservation efforts. The initiative underscores Singlife's commitment to biodiversity and environmental education – key elements of its broader sustainability journey, and is part of its [SG60 and Beyond campaign](#).

Debra Soon, Group Head of Brand, Communications, Marketing and Experience at Singlife, said: "We have been working with the Mandai Wildlife Group to support conservation and a sustainable future, and they are wonderful partners who do great work. So, we are pleased to extend the partnership to the African Penguins at the Animal Behaviour and Enrichment Centre – firstly, because it is specifically focused on public education. In addition, penguins live in a colony and demonstrate teamwork in their daily habits to protect each other, and this symbolically aligns with our company values and also the legacy of community support we want to leave with our SG60 campaign."

Native to the southern coasts of Africa, African Penguins face critical threats such as habitat loss and declining food sources caused by human activities like overfishing. Also known as "jackass penguins" for their distinctive braying call, they are excellent swimmers reaching speeds up to 20 km/h. These penguins nest in burrows or under bushes to stay cool and have unique feather patterns on their chests, which helps to distinguish one penguin from another. Visitors can get a close-up view of these fascinating marine birds at Singapore Zoo, where they can observe the penguins' social and playful personalities, and discover more about their unique behaviors.

"Singlife's adoption of the African Penguin exhibit at Singapore Zoo is more than a symbolic gesture. It represents a commitment to supporting their care and raising awareness about the threats these birds face in the wild. By nurturing this deeper connection between people and wildlife, we hope to inspire everyone to play a part in protecting these amazing creatures," said **Isabel Cheng, Senior Vice President, Partnership Development, Mandai Wildlife Group**.

¹ The [International Union for Conservation of Nature](#) Red List of Threatened Species



To mark the occasion, Singlife invited participants from its community partner **TomoWork**, including alumni from its programmes, to a special behind-the-scenes experience with the penguins. A registered charity in Singapore, TomoWork empowers youth with disabilities and students with special educational needs by equipping them with industry exposure and job-ready skills. Participants had a first-hand experience with the penguins, where they were able to observe their natural behaviours, learn about their care, help create enrichment items to support their wellbeing, and understand the importance of safeguarding these critically endangered animals.

Singlife's ongoing partnerships with Mandai Wildlife Group and TomoWork reflect its broader efforts to create long-term sustainable value by investing in people and the planet. Since 2023, Singlife has organised annual company-wide tree planting activities in the buffer areas around the Mandai Wildlife Reserve, as part of its pledge to plant 1500 trees by 2027. This initiative supports the national OneMillionTrees movement to mitigate climate change.

A supporter of TomoWork since 2022, Singlife's employees have engaged in mentoring roles, offering guidance and insights to help students navigate their career paths and achieve meaningful employment opportunities through TomoWork's flagship initiatives, the Talent Accelerator Programme and Talent Explorer Programme.

Further reinforcing its commitment to the environmental, social and governance (ESG) agenda, Singlife will be publishing its third annual Sustainability Report for the financial year 2024 on 30 June. The report outlines the progress it has made across its sustainability framework RAISE – Responsible investor, Accelerator of net zero, Innovator for green and good, Sustainability-embedded culture, and Effective governance and risk management.

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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.