



NEWS RELEASE

For Immediate Release

Pierre Png Named as Inaugural Brand Ambassador for Singlife with Aviva



Singapore, 27 June 2022 – Singlife with Aviva (“Singlife”), a leading homegrown financial services company, today announces the appointment of Mediacorp Artiste, **Pierre Png**, as its brand ambassador. Pierre fronts the first brand campaign for Singlife, following the merger of Singlife and Aviva Singapore at the start of the year.

Singlife’s first brand campaign "[The Jugglers](#)", is a year-long movement to highlight what financial freedom means to individuals. Pierre’s image will feature prominently in the campaign to raise awareness about how anyone can live out their best life on their own terms if they take control of their finances with the right tools.

Pierre made his ambassadorial debut during Singlife’s recent sustainability programme launch on 22 June, where he planted trees at Bishan-Ang Mo Kio Park. Singlife pledged to plant 300 trees a year for the next five years, in support of the National Parks Board’s OneMillionTrees initiative.

Pierre is well-known in the region's entertainment scene, having starred in multiple Mediacorp productions over the years. Pierre is best known for his breakout role as Phua Chu Beng in the long-running local sitcom *Phua Chu Kang*, as well as his award-winning lead roles in *Zero Calling* and *The Journey: A Voyage*, and for making his Hollywood debut in the 2018 rom-com blockbuster *Crazy Rich Asians*.

In addition to Pierre, "The Jugglers" also features his spouse of 18 years and former host-actress, Andrea De Cruz. Outside of their acting and hosting accomplishments, both Pierre and Andrea are also strong advocates of health and financial wellness. Their versatility as actors, inspirational relationship and deep Singaporean roots make them complementary partners for Singlife. Pierre and Andrea last appeared together in 2019 for a CNA Luxury short festive film: [Finding Christmas](#).

Commenting on the announcement, Pierre said: "Singlife with Aviva's commitment to empowering Singaporeans to achieve financial freedom is something I strongly believe in, as someone who always strives to balance health and wealth amid life's challenges. I'm honoured to represent a brand that supports our local aspirations and is committed to being here for the long term and helping customers."

Andrea added: "Having good health and building wealth shouldn't be difficult or challenging. I look forward to championing this to build greater financial freedom with all Singaporeans."

"The Jugglers" was conceived to help build awareness among Singaporeans about taking control of their financial freedom and that it is possible to do so. One needs the right tools and support that the brand believes it can offer. It is a multi-platform campaign which will be implemented across radio, television, OOH and other digital channels. The campaign will be launched via a musical featurette, which includes a jingle composed by Xiao'an Li, a renowned commercial composer from audio production house Li & Ortega. It features Mediacorp Class 95 DJ and singer John Klass. As part of the campaign, Singlife will also be revamping its website in August.

-END-

For more information, please contact:

Nadia Yeo

Associate

Wachsman

E: singlifewithaviva@wachsman.com

Erika Foo

Corporate Communications Manager

Singlife with Aviva

E: erika_foo@singlife.com

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 with Aviva 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 with Aviva 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 at the time and created one of the largest homegrown financial services companies in the republic.