

---

**NEWS RELEASE**

For immediate release

## **Singlife Partners with SG Assist to Empower Caregivers in Singapore**

**SINGAPORE, 20 FEBRUARY 2023** – Leading homegrown financial services company **Singlife** has signed a Memorandum of Understanding with social enterprise **SG Assist** to work together to support and empower caregivers in their caregiving journey. The signing coincided with the official launch of Singapore's inaugural Caregiver Resource Centre in Nee Soon South on 18 February 2023.

As SG Assist's first corporate partner, Singlife will collaborate with SG Assist to explore the development and implementation of products and services that will benefit caregivers in the community, as well as opportunities for its employees to engage with and contribute to SG Assist's activities. Singlife is also committed to providing sponsorship to SG Assist.

**Chia Ko Wen, Head of Sustainability, Singlife**, said: "Singlife has always been on a mission to find a better way to create positive impact in our local communities. SG Assist has a strong vision to create a better world for caregivers – our nation's unsung heroes – and we are pleased to come on board as their first corporate partner. We see many opportunities for us to support the meaningful work that they do to address the needs and improve the quality of life of caregivers in Singapore and look forward to working closely with them. These include support for their physical and mental wellbeing, financial planning and training."

**Adrian Tan, Co-Founder, SG Assist**, said: "We have come a long way since we founded SG Assist four years ago, thanks to the support of our community partners, and today we are excited to take it one step further by partnering with Singlife. Preparing for caregiving can be a challenging and stressful experience, especially when it comes to managing the cost of care for our loved ones. Through our partnership with Singlife, we hope to be able to make a positive impact on the lives of caregivers in Singapore."

Founded in 2018, SG Assist's mission is to empower caregivers with tech-enabled solutions to improve the quality of life for both caregivers and their loved ones. Today, the social enterprise has a volunteer app that boasts a growing network of over 6,000 dedicated neighbourhood volunteers and Active Aging Centres across the island as well as care concierge services, which offers caregivers advanced home monitoring technologies and affordable care navigation support in the comfort of their own homes.

-END-

For more information, please contact:

**Nadia Yeo**

Wachsman

E: [singlife@wachsman.com](mailto:singlife@wachsman.com)

**Samantha Yong**

Singlife

E: [media@singlife.com](mailto:media@singlife.com)

**Adrian Tan**

SG Assist

E: [adrian.tan@sgassist.com](mailto:adrian.tan@sgassist.com)

### **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 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 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, affirming its commitment to finding a better way to sustainability.

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

### **About SG Assist**

[SG Assist](#) is a compassionate organisation founded by Greg Tan and Adrian Tan in December 2018, committed to providing compassionate, community-based support to caregivers, seniors, and persons with disabilities, so that no one is left unsupported in their caregiving journey. SG Assist's goal is to empower caregivers with sustainable solutions and resources to improve the quality of life for both caregivers and their loved ones.

It has a volunteer app that boasts a growing network of over 6,000 dedicated neighbourhood volunteers, who provide ad-hoc assistance to caregivers, as well as to social service agencies such as Active Aging Centres (AACs) across the island.

SG Assist has successfully launched its care concierge services, which empower caregivers with advanced home monitoring technologies and personalised care navigation support, ensuring that their loved ones receive timely and affordable assistance in the comfort of their own homes.