

## NEWS RELEASE

### **Singlife with Aviva gives away \$2,888 on first working day of 2022**

**Singapore, 3 January 2022** — Homegrown financial services company **Singlife with Aviva** kicked off the new year with a series of activities for customers and staff to mark its first working day as a new financial services brand. It gave away cash and other prizes on air and online to start Singaporeans on the road to financial planning.

Glenn Ong, The Flying Dutchman, Angelique Nicolette Teo and Shaun Tupaz from SPH Radio ONE FM 91.3 presented *The Big Show* 'live' from SGX Centre 2, where Singlife with Aviva is headquartered. It was the first radio onsite broadcast show since COVID-19 started. The morning broadcast also featured giveaways on radio and on Singlife with Aviva's social channels and focused on the theme of "A Better Way to Financial Freedom".

The top prize is \$2,888 in a Singlife account, which allows consumers to have an insurance policy, a Singlife debit card and also monitor their expenses.

Pearlyn Phau, Group Chief Executive Officer shared, "I am truly excited to bring the best of two worlds together where we have innovation and digital capabilities from Singlife with Aviva's comprehensive products. So, what does this mean for our customers? Well, they can expect us to be better together and provide them solutions that will enable them to better control their financial wellbeing."

Bernard Lim, Program Director, ONE FM 91.3 and Kiss92 said, "ONE FM is pleased to broadcast 'live' from the heart of the CBD, as many Singaporeans return to their offices today. Congratulations to Singlife with Aviva as they embark on this new chapter. We look forward to more creative collaborations in the new year."

As COVID-19 workplace requirements changed from January 2022, the idea for the event and giveaways was also to encourage staff to return to the office and finally get a chance to meet face to face after nearly two years. Staff tuned in for a private "live" streaming ceremony with a pair of lions to mark an auspicious start to the year as the company's logo was revealed.

Debra Soon, Group Head, Strategic Marketing & Communications said, "We are pleased to introduce the Singlife with Aviva brand to Singaporeans and show how we have evolved, who we are, and what we stand for. There is much more to come as we roll out our plans later in the year and work with our partners to engage Singaporeans and embed the brand and its purpose in the minds of our customers."

Singlife with Aviva was launched on 1 January 2022 as a financial services brand offering customers A Better Way to Financial Freedom. It leverages the best of Singlife's insurtech capabilities and Aviva Singapore's 40-year track record of providing insurance and investment solutions, advisory capabilities and strong customer base, to help consumers

achieve financial freedom. Its mission is to help consumers gain control of their financial wellbeing at every stage of their lives.

The coming together of Singlife and Aviva Singapore was first announced in September 2020. Valued at S\$3.2 billion, the merger is one of the largest insurance deals in Southeast Asia. Singlife with Aviva is more than an insurance company. It has a comprehensive suite of solutions such as Life, Health and General insurance and is one of the largest providers of Employee Benefits insurance. It also offers investment solutions, including mutual funds and unit trusts, through its dollarDEX and Navigator platforms. On top of that there is the Singlife Account – with the Singlife Debit Card – which allows customers to save, spend, earn and be insured, all through the Singlife app.

Customers and partners of Singlife with Aviva have been informed of the progress of the merger.

All Singlife and Aviva Singapore apps and websites will continue to be available. Customers with the ClaimConnect mobile app will have to update their apps. The Singlife with Aviva Customer Service Centre at SGX Centre 2, as well as all other physical touchpoints, will carry the firm's new branding. Customers and partners seeking further information may log on to [singlife.com](http://singlife.com).

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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 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.