

MEDIA RELEASE

Life Insurance Made Easier by Singapore Life

Singapore, 9 October 2017 - Protecting your loved ones should not be complicated. With this in mind, independent life insurer Singapore Life Pte. Ltd. (Singapore Life) launches its suite of life insurance products, coupled with a fuss-free, customer-centric insurance experience.

Singapore Life's Term Life and Critical Illness plans aim to fill the gap in catering to customers who are looking for adequate protection with minimal complexity. This introduction of plain vanilla term insurance is a deliberate departure from the many new products in the market compounded with various interesting, but equally complicated features. Customers can now be assured of their coverage and own these policies on their preferred terms - getting online directly themselves, or through one of Singapore Life's partner advisory firms - and get covered almost immediately.

Mr Walter de Oude, Chief Executive Officer, Singapore Life, said: "People deserve a better solution for their life insurance needs - accessible, un-convoluted and fast. As a preferred Singaporean alternative, Singapore Life simplifies both the product and life insurance process to remove any deterrent for people to get the protection they need. We take the efficiencies from technology to offer better value to the insurance journey - making it more efficient, transparent and flexible to their needs."

Singapore Life features robust digital robo-underwriting and identity verification capabilities that dynamically expedites the application and approval process. The purchase journey with Singapore Life is intuitive and secure, can be done without another person's assistance, and is usually free of the hassle of going for a medical test¹. As a launch promotion, all submissions of Term Life policy applications, including critical illness and disability riders, on www.singlife.com by 31 December 2017 will enjoy up to 18% discount.

¹ Policy coverage up to SGD 2million.

The first local independent insurer to be licensed since 1970, Singapore Life successfully raised US\$50 million - the largest ever by a Singapore-based InsurTech company - in its Series A funding round in April this year, with the support of renowned international shareholders - Chong Sing Holdings FinTech Group Limited and IPGL Limited. It has also partnered two of the world's leading reinsurers - Munich Re Group and Pacific Life Re Limited.

###

About Singapore Life

Singapore Life is a life insurance company fully licensed by the Monetary Authority of Singapore - built on the belief that the world needs a better life insurer which uses technology to provide a better insurance experience. Singapore Life offers high net worth universal life solutions for those that prefer Singapore and the Singapore regulatory environment as a destination for their wealth and protection needs. It also offers protection solutions made available both digitally and through financial advisers to the retail segment, revolutionising how easy insurance can be. The Company incorporates multiple InsurTech solutions to improve the customer experience. Singapore Life represents the next generation of life insurance where customers are empowered through a simplified insurance purchase process.

For more information, please visit www.singlife.com

This press release is released by Tate Anzur, on behalf of Singapore Life Pte. Ltd. For more information or enquiries, please contact:

Khew Shu Ping

Tel: 6568 9156

Email: shuping.khew@tateanzur.com

Toh Weiming

Tel: 6568 9153

Email: weiming.toh@tateanzur.com