



Challenging Life

2020 Annual Report

Singlife's purpose is to unlock the potential of money for everyone. Our unique business model uses the smartest technologies to put you in control of your finances, by providing tools and solutions that fit your needs, your budget, and are always on hand.



Unlocking the potential of money for everyone

No matter how much you earn or save, there will still be times when your income or savings are not enough. Having life insurance in place ensures that you have the money you need when you need it most.

When you are insured, you have a guaranteed source of money to cushion the blow of an expensive medical bill or a sudden loss of income. You can also use it to kick off your investing journey, helping build up the funds for future needs such as education for your children and retirement. Simply put, life insurance makes all the difference when things do not go as planned.

Knowing how beneficial life insurance can be, it is troubling to know that majority of the insurable population in the Philippines still miss the benefits that come with being financially protected.



“ There is a conflict in the market that needs to be addressed to help millions more to be in control of their financial lives,

said Rien Hermans, CEO of Singlife Philippines.

Research revealed that while many understand the value of life insurance, they remain uninsured because traditional products are complicated, expensive, and require too long of a commitment.



"Financial advisors – commission-based agents or bank staff – usually push for hefty premiums and long commitments to maximize their income. Clients, however, are after solutions that fit their financial needs, can be adjusted whenever their needs or preferences change, and have the least impact on their budget."

"People in the middle-class segment experience this conflict the most. They shy away from conversations with agents because they fear that they will end up getting an expensive product that ties them down for many years without really delivering on what they need. The agents' sales talk might have convinced them to buy, not knowing fully what they signed up for. This often results in contracts being pre-terminated, leaving customers at a loss."

Singlife Philippines recognizes this conflict and uses the smartest technologies to offer products that are meaningful and easy to understand, giving you and your family the right amount of coverage at the best possible price. These products include tools that help you understand your financial needs and manage your finances better. They can be adjusted or stopped at any time with zero cost, knowing financial situations can change in a snap. All of these can be accessed and managed anytime, anywhere using only your mobile phone. With Singlife, you know you are always in control.

"It's alarming that life insurance only has single-digit penetration in the country when there are millions who can benefit greatly from it," said Rex Mendoza, Chairman of the Board of Singlife Philippines. "Indeed, there has been an increase over the years, but we also know that a significant percentage of those who do have life insurance now do not have sufficient coverage."

Both Rien and Rex have served as CEOs in life insurance companies that ranked in the top 3 of the local market. They have witnessed how financial services evolved through the years. More importantly, they have seen the gaps that still need to be filled to ensure a better financial future for every Juan.

"By redesigning protection products using modern-day technologies, we make it possible for more people to take control of how they save and get protected," added Rien. "Our use of these technologies also ensures that our customers get the same seamless, end-to-end digital experience that they are used to with other digital services."



All of us at Singlife believe that everyone who wants to be financially protected should have immediate access to tools and solutions that will support them in managing their financial lives. Technology is what will make this possible,

ended Rex.



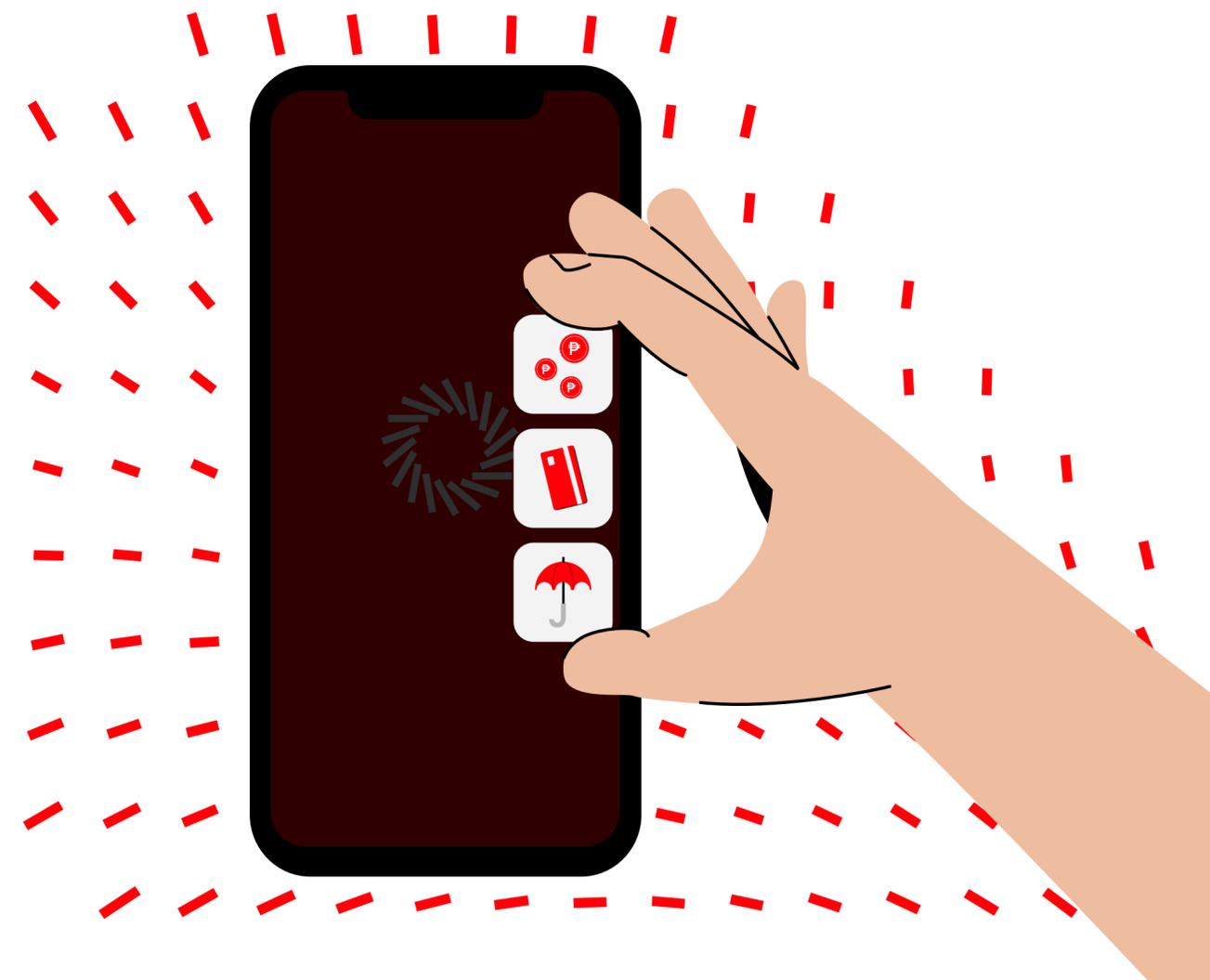
Leading the way with technology

Singlife was born out of the belief that the world needed a different kind of life insurer – one designed with the customer in mind. A belief that started in the region’s center of progress, Singapore. This belief soon made its way to the Philippines, where life insurance has single-digit penetration. Singlife Philippines uses the smartest technologies to make life insurance totally mobile-first, with automated efficiencies to fit customers’ needs, budget, and desire for financial protection to be always on hand.

Singlife Philippines did not apply a one-size-fits-all approach to building its system, knowing customer demands for life insurance continue to change at the speed of digital. Instead, the company leveraged on single-function modules that work in unison to automatically plan for scale, sustainability, and avoid potential failures. Every time a modification is needed to improve value delivery, backend operations remain stable so customers can continue to manage their finances without delay.

“Most insurance companies are still running on core systems that were developed in the eighties,” said Rien Hermans, CEO of Singlife Philippines. “While small developments have happened – like customer portals and mobile apps that allow customers to be updated – they always struggle with having these old core systems.”

The advantage Singlife Philippines has in terms of its technology stack allows it to streamline processes, resources, and costs, freeing up value that is given back to customers. By offering tools and solutions that are digital to the core, customers are given the opportunity to manage their finances the way they have always wanted.



Fueling growth with strategic investors

Singlife Philippines is backed by industry-recognized leaders here and abroad. With similar values and shared goals, they go beyond fueling the monetary requirements of the business, putting forward several of their own technology-led solutions in support of the company's long-term strategy.



Singapore Life Pte. Ltd. is the parent company of Singlife Philippines, widely recognized for its deep expertise in combining insurance and technology.

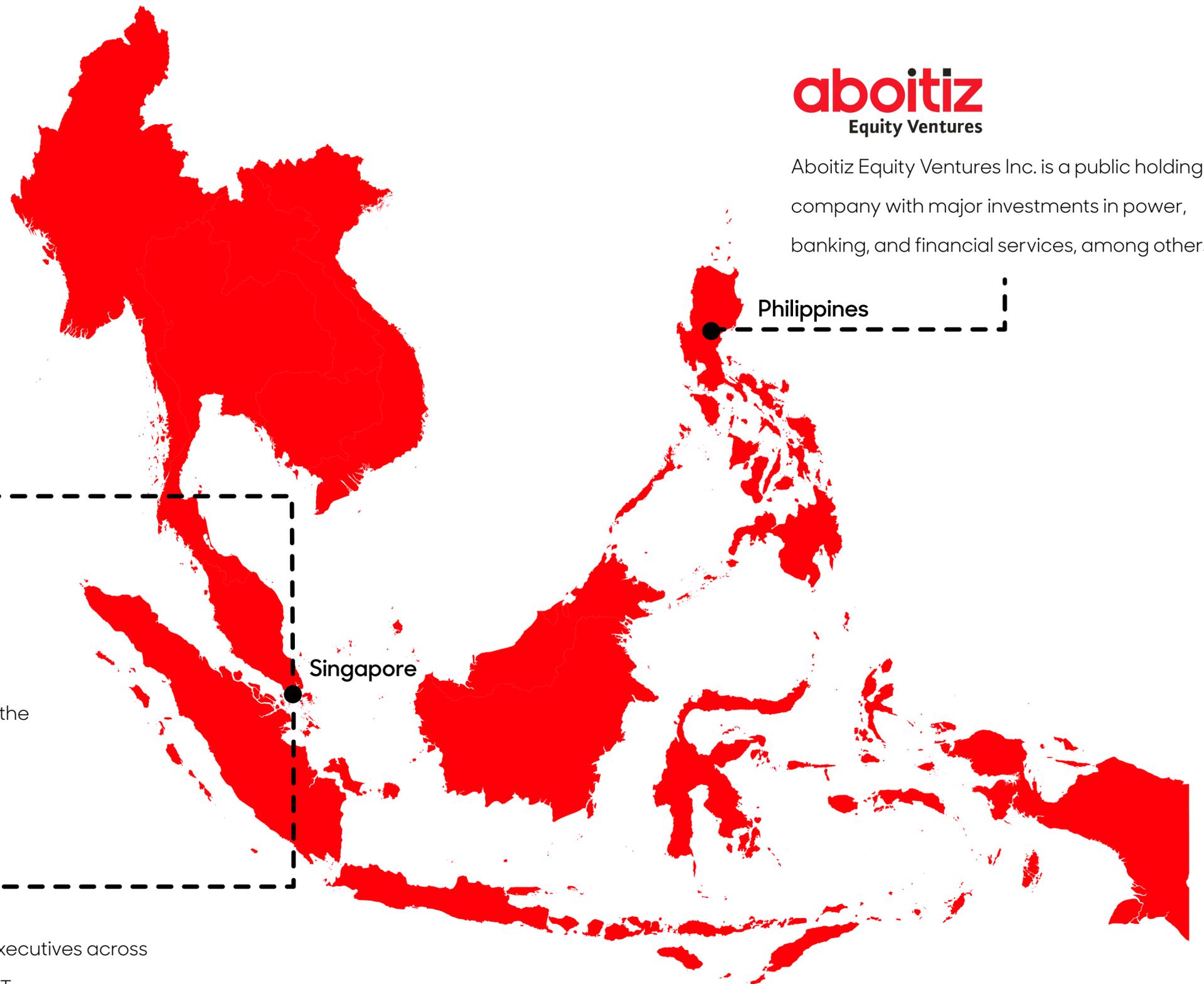
In Q4 2020, the company completed its merger with major life insurance player, Aviva Singapore. Valued at S\$3.2 billion, the new entity marks one of the largest deals in the insurance sector in Southeast Asia and the largest in Singapore.



Di-Firm is a private holding company made up of top executives across industries including finance, telecommunications, and IT.



Aboitiz Equity Ventures Inc. is a public holding company with major investments in power, banking, and financial services, among others.



A long-standing debate in the market

There is a huge gap between the insured and uninsured population in the Philippines. The latter is composed of mainly middle-income families who are left in the dark on how to protect themselves because majority of life insurance products are designed for the higher income segments. Either that, or the benefits are too limited which is usually the case with microinsurance.

The hardworking parents, office workers, small business owners, and young professionals live relatively comfortable lives. However, they are not immune to the possibility of experiencing great financial distress: whether due to an expensive medical bill, or to loss of income caused by an accident or death of a breadwinner.

Data show that most people have only one month worth of savings for emergencies, which is likely not enough to pay off bills and sustain daily needs long till they are able to recover from the incident. When finances continue to be a struggle, they turn to loans with high interest rates that bury them deeper in debts.

They know they need life insurance, but they simply do not have it because high premiums, long-term obligations, and unclear benefits from mixing possibilities with guarantees make them reluctant.



Resolving the conflict with mobile-first solutions

Singlife Philippines understands that customers look for protection products that fit their needs, their budget, and are always on hand. For that reason, the company has invested heavily in technology instead of building a salesforce composed of commission-based agents.

“By listening to our customers, it became clear to us that we needed to change the entire business model and put customers at the center of everything we do,

said Rien Hermans, CEO of Singlife Philippines. “Their demand for clear and flexible products, 24/7 access and support, and guidance in achieving financial goals can all be achieved with the use of advanced technologies.”

Singlife Philippines will offer 2 mobile-first solutions to the middle-class market. The first comes in the form of protection products via existing digital networks, starting with the country’s biggest e-wallet provider GCash. The partnership kicked off with the launch of **Cash for Dengue Costs** with a free COVID-19 cover as an introductory offer.



Up to PHP 421,500 coverage for unforeseen medical costs due to Dengue and COVID-19 for as low as PHP 700 per year.



Comes with a multi-level benefit that includes positive test allowance, confinement allowance, and medical cost reimbursement for more severe cases.



Buy, manage, and claim in less than 5 minutes via GInsure on the GCash app.

Cash for Dengue Costs was well-received by GCash’s massive customer base, leading Singlife Philippines to insure more than 10,000 lives in less than 2 months after going live with the product.

Also available on GCash is **Cash for Income Loss (Accidents)**. It safeguards customers and their loved ones from great financial distress due to accidents that can cause a person, especially a breadwinner, to become physically incapable of earning a monthly income.



Get income replacement for 36 months plus 2 months bonus if you get disabled or pass away due to a covered accident.



Plans are customizable to provide the best possible price for the right amount of coverage.



Covers a comprehensive list of accidents, including those typically not covered by other accident plans.



Buy, manage, and claim in less than 5 minutes via GInsure on the GCash app.

The second mobile-first solution in Singlife Philippines' business pipeline is a direct-to-customer initiative based on the successful Singlife Account that was introduced to the Singapore market in 2019. It is a mobile app that guides and rewards customers to take control of their financial lives, slated for release in the second half of 2021.



Entering the market with confidence

Singlife Philippines had a successful 2020 despite challenges presented by the COVID-19 pandemic.

A start-up in a long-standing industry, the company showed how combining new technologies with life insurance makes it possible for people to manage their finances more effectively and efficiently.

2020



February

Secured license to operate from the country's Insurance Commission.



May

Sealed partnership with the country's leading e-wallet GCash to offer no-fuss protection via GInsure.



September

Formally introduced the partnership with GCash to the public through mass media.



November

Received approval from the Insurance Commission to offer income protection products.

March

Signed contract with Galileo Platforms to build small-ticket insurance products using cloud-based blockchain technology.



August

Received approval from the Insurance Commission to roll-out a Dengue and COVID-19 protection product.



October

Launched first protection product, Cash for Dengue Costs which came with a FREE COVID-19 cover for the first 10,000 customers.



December

Closed the year with **7,000+ new customers** and **10,000+ insured lives**, all within 2 months of launching Cash for Dengue Costs.



Charging ahead with full force

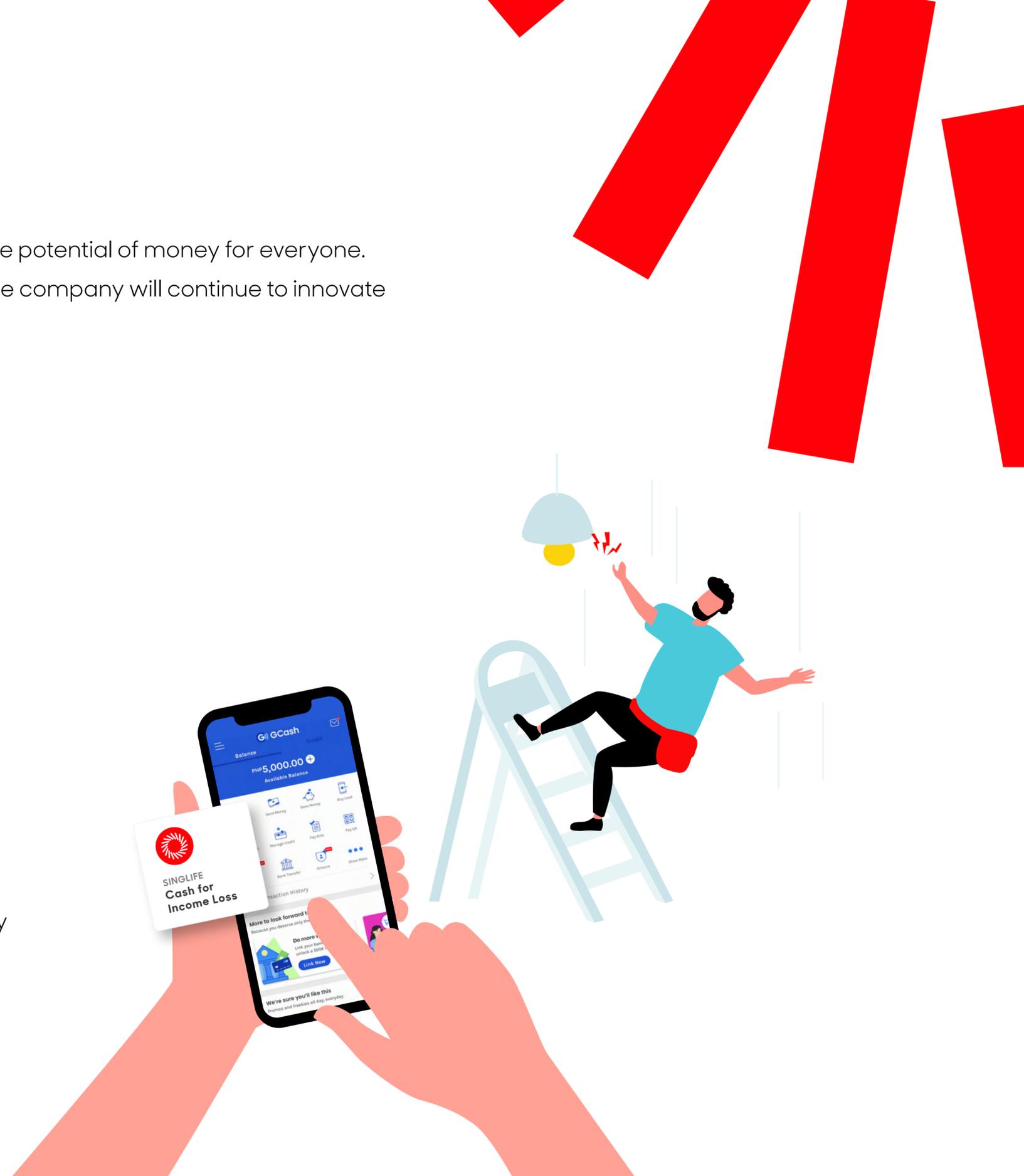
2021 is a big year for Singlife Philippines as it moves from promise to proof of unlocking the potential of money for everyone. Steadfast in its belief that protection for one's now and future should be available to all, the company will continue to innovate on all fronts to achieve 3 key points in its strategic agenda.

1 Offering a full suite of no-fuss protection products on GCash

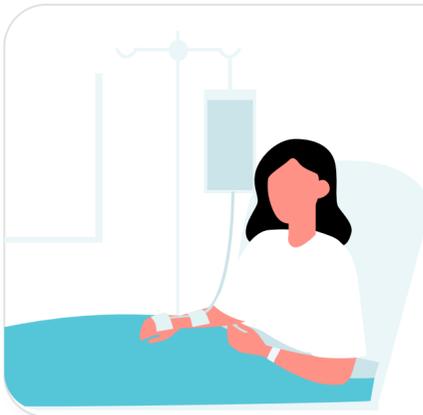
Set for release within the year are upgraded versions of Singlife Philippines' protection products currently available in GInsure on the GCash app.

Cash for Income Loss is the hero product in Singlife Philippines' income protection line-up. It replaces up to 100% of your monthly income for 36 months – 38 months including the 2 months bonus – if you get disabled or pass away due to accidents or illnesses.

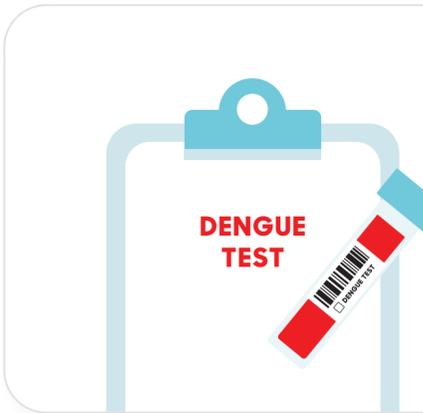
The total benefit is still paid monthly instead of yearly to ensure a steady flow of income for daily needs. This arrangement also makes it possible for you or your loved ones to stay on track of financial goals despite the loss. Each plan can be tailored to fit one's lifestyle, budget, and needs to provide the best possible price for the right amount of coverage.



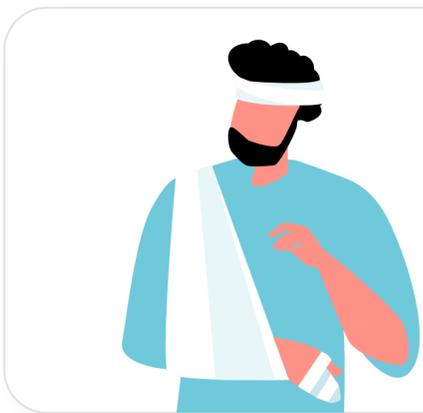
Cash for Medical Costs provides coverage for high medical bills due to hospitalization and critical illness for around PHP 500 per month. Its multi-level benefit includes:



Hospital Cash Benefit
Get cash for every day that you are confined in the hospital due to an illness (including COVID-19 and pregnancy-related) or an accident. Triple the cash if you get admitted in the ICU.



Diagnosis Benefit
Get cash if you get diagnosed with a covered critical condition – all 88 of them including cancer, heart disease, and stroke.



Surgery or Treatment Benefit
Get extra cash as reimbursement for listed treatments and surgeries needed to recover from covered critical conditions.

Both Cash for Income Loss and Cash for Medical Costs will have the same fuss-free features as their entry counterparts, which means customers will be able to buy, manage their policies, file claims, and secure payouts without having to leave the GCash app.

Then there is **Cash for Later** to help customers kick off their investing journey, helping build up the funds for their future needs such as education for children and even a comfortable retirement in an easy, uncomplicated manner.

The completion of Singlife Philippines' full suite of protection products in GInsure offers customers a smart way of protecting themselves, by giving them control over how they build or strengthen their financial armor without having to worry about expensive premiums, long obligations, and other considerations that hinder them from being financially secured.

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Engaging new digital network partners

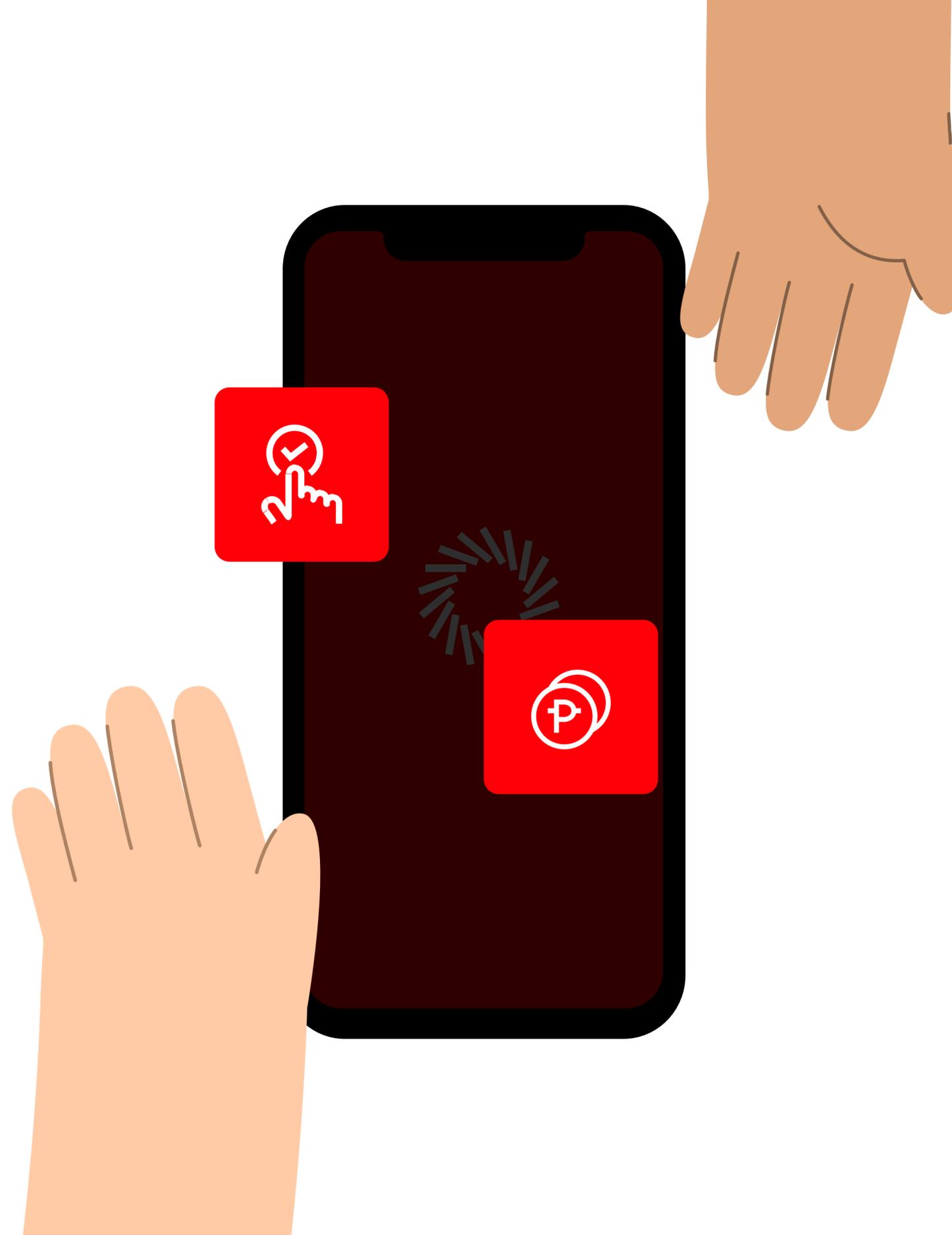
Singlife Philippines' propositions are relevant to the 16 million financial decision-makers in the rising middle-class. By working with more partners, the company can reach millions of people who want to secure their finances from unforeseen medical costs and sudden income loss.



We are always on the lookout for partners that can offer our products in their digital platforms,

said Rien Hermans, CEO of Singlife Philippines. "Ideally, there should be a significant overlap between our target market and their customer base. Further, it is essential that the partner believes in what we believe in – putting customers in control of their finances through technology, offering meaningful benefits at a fair price, and delivering an exemplary customer experience every single time."

The company is actively engaged in various stages of discussions with potential partners, so customers can look forward to availing protection products that are big on coverage and easy on the wallet from other digital platforms they are already familiar with, very soon.





Introducing a specialized approach to savings and protection

The line between financial services further blurs as customer expectations continue to change due to knowledge of and access to digital technologies. Instead of having several accounts with various financial services companies, customers would now prefer to engage with only 1 or 2 that can meet most, if not all, of their financial needs in the best possible way.

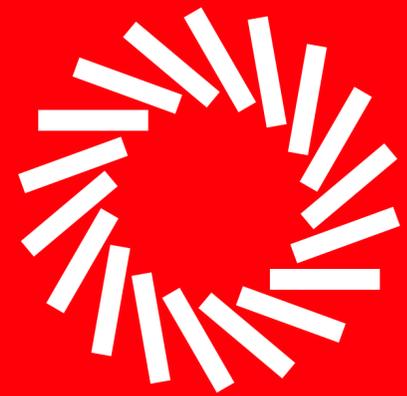
Enter Singlife Philippines and its direct-to-customer initiative, the **Singlife Plan & Protect app**.



The Singlife Plan & Protect app enables customers to build a better, smarter emergency fund that can be withdrawn at any time using a nifty Singlife Card. It also empowers customers to save up money for big funding goals in a dynamic way, adjusting as needed without having to wait or pay for additional cost.

At the same time, customers can seamlessly put in place mitigation plans in the form of protection tools, so expected and unexpected events do not derail them from achieving targets. As they take more control over the finances, Singlife Philippines rewards them with higher interest rates to help grow their emergency fund with.

“ We believe that finances are too important to be placed in the hands of someone else. This is why we at Singlife Philippines have gone above and beyond in utilizing the smartest technologies available to develop a solution that will give control back to who it belongs – the customer.



Singlife

Board of Directors

Financial Statements

