



Press Release

Etiqua Celebrates Marriage, Parenthood with \$25,000 Free Term Life Insurance Newlyweds and New Parents to Get Free Coverage for 12 Months

Singapore, 31 August, 2015 – In line with the Singapore government’s recent move to celebrate families, Etiqua will provide free term life insurance for a year to newlyweds and new parents from 1 September.

The free insurance plan covers Singapore citizens and Permanent Residents (PRs) aged 21 to 45 (age next birthday) for S\$25,000 in the event of death.

The free term life insurance will help newlyweds and new parents take the first step to protecting their families.

Married couples who wish to apply for the free term life insurance must do so within six months of registering their marriages. Parents with an infant under one are also eligible. Both parents must apply separately online.

“Milestones like getting married and becoming a new parent are joyous occasions,” said Etiqua Insurance CEO Mr. Sue Chi Kong. “Still, financial responsibilities typically increase at these life stages.

“We’re heartened by the government’s recent announcement on additional paternity leave and Baby Bonus for every newborn. So, we want to celebrate this good news with more good news for every eligible Singaporean and PR by providing free insurance for a year, to kick start their journey as newlyweds and new parents,” Mr. Sue added.

In 2014, there were 24,000 marriages in Singapore involving at least a citizen. This is a 10% increase from a year earlier and the highest number since 1997, according to the National Population & Talent Division.

Meanwhile, citizen births in 2014 rose to 33,000, from 31,000 a year earlier.

Eligible Singaporeans and PRs who wish to apply for Etiqua’s free term life insurance can do so online from 1 September 2015 at www.etiqua.com.sg.

Media contact:

Cheok Soh Hui
Branding & Communications, Marketing
Etiqua Insurance Pte. Ltd.
Mobile: 9767 3945
Email: sohui.c@etiqua.com.sg

Etiqua Insurance Pte Ltd (201331905K)
One Raffles Quay,
#22-01 North Tower,
Singapore 048583 .

T +65 6336 0477
E customer.service@etiqua.com.sg
www.etiqua.com.sg

About Etiqa

Etiqa Insurance Pte. Ltd. is a licensed life and general Insurance company in Singapore and the insurance arm of the Maybank Group. The Maybank Group is among Asia's leading banking groups and South East Asia's fourth largest bank by assets.

Etiqa has been providing general insurance solutions in Singapore for the past 54 years. Etiqa has been the appointed insurer for Housing and Development Board's (HDB) basic fire insurance since 2009.

The company's general insurance business started in Singapore in 1961 as United General Insurance Co. Sdn. Bhd. Following a partnership in 2001 between Maybank and Fortis International N.V., the general insurance business in Singapore was subsequently renamed as Mayban General Assurance Berhad.

At the end of 2007, a merger with Malaysia National Insurance and Takaful Nasional culminated in the rebranding of the entire insurance and takaful group to Etiqa. The Singapore branch of Etiqa Insurance Berhad was set up in 2009.

In the middle of 2014, we added life insurance to our stable of products. On 1 April 2015, the Singapore branch of Etiqa Insurance Berhad transferred its general insurance business to Etiqa Insurance Pte. Ltd.

At Etiqa, we believe in our brand promise of humanising insurance. Our goal is to help our customers protect their assets, maintain their lifestyle and build a better future through our comprehensive and comprehensible suite of insurance products. We keep our customers' best interests at heart by placing people over policies in everything we do.

