



SwissLife

*The future
starts here*

*Let Swiss Life take care of your tomorrows,
starting today.*

Traditional values. New opportunities.

At Swiss Life, we value expertise, experience and most of all, a personal touch. This is at the core of our relationships with each and every one of our clients. In an ever-changing, fast paced world of new opportunities, we keep this tradition close to our hearts, as we strive to provide you with our best-in-class service and solutions.

Get to know us better

The Group

The Swiss Life Group is one of the leading providers of life insurance, long-term savings and protection solutions. In Switzerland, France and Germany, the Group offers its clients, both individuals and corporations, a broad range of product solutions and expertise advice, through our diverse network of private bank and broker partners and Swiss Life financial advisory professionals. Swiss Life also provides international corporations with employee benefits solutions from a single source and is one of the global leaders in structured life and pensions solutions for international high net worth individuals.

Swiss Life Holding Ltd, registered in Zurich, was founded in 1857 as Schweizerische Rentenanstalt. The shares of Swiss Life Holding Ltd are listed on the SIX Swiss Exchange (SLHN). Swiss Life Group employs over 7000 people worldwide and holds assets of over CHF181 billion (SGD 249 billion)*.

With every client we serve, Swiss Life builds a success story of close client engagement, trustworthiness and stellar results.



Our Position in Asia

On 8 April 2008, we opened our Singapore office, Swiss Life (Singapore) Pte Ltd ("Swiss Life Singapore"). Since then, our high net worth clients, who are based in and from Singapore and Asia, have gained from our expertise as a leading, experienced provider of solutions and advice. Through our heritage in the insurance business, we are able to bring to Asia our specialist experience in Private Placement Life Insurance. Being able to tailor local solutions adapted from our global product suite is an advantage we fully leverage for the benefit of our clients.

*Whether globally, regionally or locally,
we're here to serve you.*

*Founded by Conrad Widmer (1818-1903),
Swiss Life was first established in Zurich in 1857.*

Over 150 years' experience

*This is the foundation of our leading position in the field of life insurance.
Coupled with our product knowledge and risk expertise, the quality of our
advice and services and our well established high performance advisory
partners, we are confident of the journey ahead with you.*



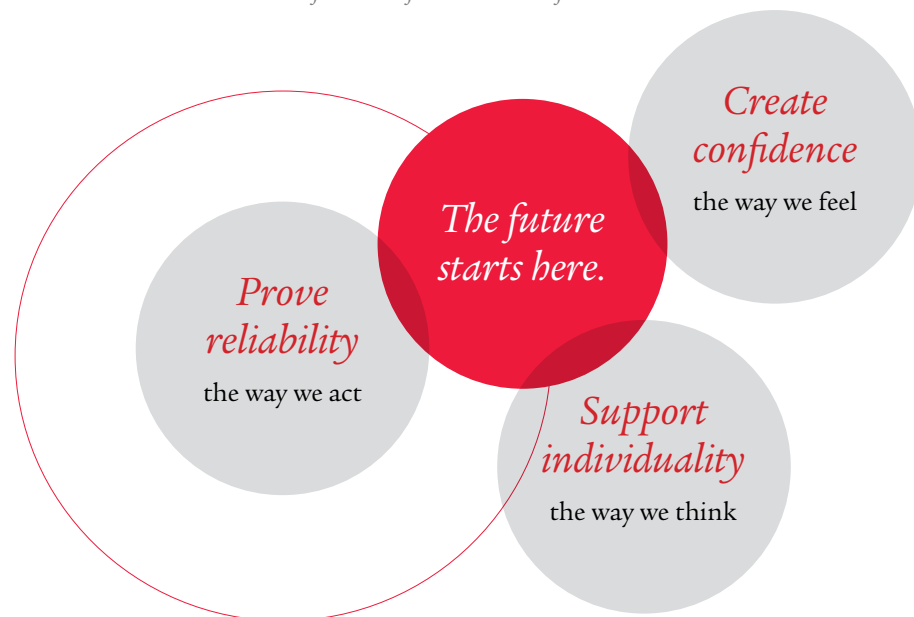
*Our eyes are on the future.
As much as we are excited
about what lies ahead, we
are well prepared for all
possibilities.*

Our values

At Swiss Life, we serve our clients with our know-how built on long-standing experience and financial solidity. We strive to be your trusted partner, staying engaged and open in all our solutions for you – from day one and all your tomorrows. We know our clients; we understand your needs and empower you to make the right selection from a wide range of flexible solutions. We are passionate about helping you achieve peace of mind. This is the basis of our lifelong relationship-building with you.



*Our mission: We support our customers
to face their future with confidence.*



*«Swiss Life places its customers at the heart of its activities and is therefore investing in a better knowledge of customer needs. **We want to be one of the best in supporting customers** so that they can face their future with confidence.»*

Our *strategic* outlook

With a clear strategy, strong corporate values, solid financial backing, engaged employees and a powerful brand, we will optimise and develop our current offerings in the client, investor and regulator fronts.

In November 2012, The Swiss Life Group revealed a new Group wide program “Swiss Life 2015”. Through this, we will sharpen our focus on the needs of our clients and further our diversification of offerings and profit sources.



Swiss Life

2015

1.

Customer promise

Swiss Life increases the quality and quantity of touch points with its customers.

2.

Offering

Swiss Life focuses its own solutions on profitable and flexible products and expands its third-party offering.

3.

Distribution

Swiss Life further strengthens its advisory expertise and manages its production and distribution organisations in each market under one roof.

4.

Efficiency and quality

Swiss Life continues to strengthen its operational effectiveness.

5.

Financial strength

Swiss Life enhances its financial strength and the resilience of its business model.

Swiss Life will concentrate on customer centricity; generating maximum benefit for the customer remains our key driving force. By staying close to you, we will monitor and track your plans to ensure that our solutions adapt and remain relevant and effective amidst a changing economic climate. By this, we ensure security for customers and investors and help us to stay true to our promise of assurance that “The future starts here.”



*Wealth management
designed for
a changing world*

In an ever-changing world of new opportunities, ideas and growth, we provide the expertise to help clients stay on-course, while using our experience to keep them secure.

Tailoring to your needs

Looking after our high net worth clients

From its international offices, Swiss Life offers sophisticated life solutions to high net worth individuals worldwide. Our product portfolio comprises Private Placement Life Insurance concepts, combining an investment portfolio with structured life insurance solutions. Through our global network and presence in key financial centres, we are able to address the individual needs of our clients.

Our Asian clients are cared for

From Singapore, the Private Placement Life Insurance team offers high-end life insurance planning and solutions to our clients in Asia. Our clients benefit from our host of leading solutions catering to their diverse needs.

Your total relationship, packaged up in the Swiss Life experience

Combining the security of high-end life insurance products with the flexibility of private banking asset management, this allows you to experience the best of both worlds. Our clients maintain existing relationships with their asset managers and private bankers, who are our business partners.



Our product portfolio, lets you take control of your investment while catering to your diverse needs:

- Liquidity Provision
- Succession Planning
- Estate Equalisation
- Pre-Immigration Planning
- Holding of Assets in Various Countries
- Philanthropy Causes
- Asset Protection



*«Our clients have the right to expect **transparency, credibility and security**, together with a professional approach that is as individual as every single one of them and their needs.»*

How to contact us

When it comes to succession and wealth planning, finding the right expertise should be at the top of your list of priorities. At Swiss Life Singapore, we are experts in servicing high net worth clients globally, offering bespoke solutions tailored to your individual needs.

For further information, please contact us.

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The future starts here.

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