

For immediate release

Media Statement

Launch of compareFIRST web portal and Direct Purchase Insurance (DPI) on 7 April 2015

Singapore, 31 March 2015 – The Life Insurance Association Singapore (LIA Singapore) has been working closely with the Monetary Authority of Singapore (MAS) for the successful implementation of the information portal on life insurance products compareFIRST (www.comparefirst.sg) and the Direct Purchase Insurance (DPI), both of which will be introduced on 7 April 2015.

These efforts focus on:

- making information on life insurance accessible and easy-to-compare so that consumers can make better informed choices,
- introducing a suite of new life insurance plans - DPI - to cater to the diverse consumers and their needs, and
- making purchases of the new DPI products available directly from customer service counters or websites of life insurance companies.

These are two of numerous initiatives aimed at bridging the protection gap and protecting the quality of life of the community in Singapore.

Note to Editor: List and contact details of life insurance companies offering DPI is available at <http://www.lia.org.sg>.

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Life Insurance Association, Singapore (LIA Singapore)

Established in 1962, the Life Insurance Association, Singapore (LIA Singapore) is the not-for-profit trade body of life insurance product providers and life reinsurance providers based in Singapore and licensed by the Monetary Authority of Singapore (MAS).

Vision and Mission

The vision of member companies is *to provide individuals with peace of mind and to promote a society where every person is prepared for life's changing cycles and for those situations unforeseen.*

They are *committed to being a progressive life insurance industry by collectively enhancing consumer understanding, promoting industry best practices, and through the association fostering a spirit of collaboration and mutual respect with government and business leaders.*

Values underpinning the association and its members

Unified in our resolve to deliver innovative solutions where every individual's needs are best met.

Professional	in the way we conduct ourselves and in the counsel we give.
Ethical	in ensuring our policyholders' interests are managed with utmost integrity.
Fair	in how we strive to provide favourable outcomes to both our policyholders and shareholders.
Open & honest	in all that we do to build an environment of trust and transparency.
Proactive	in the steps we take to give our people the skills and knowledge to provide sound solutions at all times.

For more information, please contact:

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