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A Message from our CEO

Dear Customers,

Welcome to the latest issue of Aviva News.

Your feedback is important to us. Let me therefore thank everyone who shared their views on the previous issues of Aviva News. Based on your feedback, we have introduced a number of changes in the layout, focus and content of Aviva News, to be more relevant and helpful for you.

I hope you enjoy reading this edition of Aviva News and thank you for your business with us.

Cheers


Simon Newman
CEO, Aviva Singapore

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Celebrating The Human Spirit With Aviva Ironman 70.3 Singapore

On Sunday, 20 March 2011, more than 1850 people representing 69 countries participated in the Aviva Ironman 70.3 Singapore Triathlon.

Every year since 2006, participants in Singapore have swam, cycled and ran a total of 70.3 km – in order to compete for 35 qualifying slots to take part in the world championship held in Clearwater, Florida, USA. Apart from the immense satisfaction of coming in first in the triathlon, the eventual champion would win a total prize purse of US\$25,000.



Aviva Singapore's CEO Simon Newman, with Japanese triathletes Maki and Hiro Nishiuchi.

With a timing of 3:50:56, Kris Gemmell from New Zealand emerged the Male Elite winner while Mary Beth Ellis from USA won the Female Elite winner title with her timing of 4:21:06. Celebrations culminated with the Aviva Ironman Carnival where family fun events, games and fringe activities were held and prizes were given away.

This year's triathlon, however, had a sombre side to its affairs. With the March 11 Japan quake and tsunami disaster deeply etched in our mind, married Japanese professional triathletes Maki and Hiro Nishiuchi took the opportunity to raise funds for their homeland, with a target of S\$50,000 in mind. The couple competed in the triathlon sporting black bands, a Japanese mourning tradition.

Actively doing our part, title sponsor Aviva donated S\$10,000 to the Japanese Red Cross in strong support of this cause. Aviva Singapore's CEO Simon Newman shared, "It has been a real tragedy and one that we are all upset about. It is a challenge now of the insurance industry as a whole to step up and make sure that we do what we need to do, which is to make sure that claims are met swiftly with the right level of dignity for the individuals concerned."

In all, the Aviva Ironman 70.3 Singapore Triathlon was a resounding success and we thank you for your kind support in making it an event to remember.

"The Aviva Ironman 70.3 has grown over the years into Singapore's biggest international triathlon and its popularity among the world's best triathletes reflects this. We're happy to be sponsoring this exciting event for the fifth year running, as the triathletes' dedication to their physical health mirrors Aviva's commitment to helping our customers achieve financial health."

Aviva Singapore's CEO, Simon Newman

Myths and Realities of Health In

In today's world, the cost of health care is rising all of the time. Are you often weighed down by unanswered questions whenever you are faced with the issue of getting an insurance policy?

MYTH

I'm covered under my company's insurance scheme so I don't have to worry about anything.

An employer-paid group medical insurance policy covers you only while you are on the job. Group insurance schemes normally have limited benefits, and you will not be able to choose the level of coverage you really need. Most group policies will be terminated once an employee retires or is above 65. Do consider getting your own health insurance while you are still healthy.

MYTH

I have bought enough insurance and am well-protected.

Most people incorrectly believe that they have coverage for medical

and long-term care expenses. However, different insurance plans are designed to cater to different protection needs. As you move through different stages in your life, your financial needs may require reprioritisation. Check with your financial adviser to ensure that you are well-covered.

MYTH

I already have Medisave and MediShield to cover me through my hospitalisation bills.

While most Singaporeans have Medisave and MediShield, it should be noted that this coverage allows you a buffer for only some of the expenses incurred in hospitals, and will not be sufficient to cover all your medical costs. It would be prudent to have a comprehensive personal health insurance plan as a back-up to ensure that your medical costs are fully taken care of in the event of an accident or ailing health.

How To Pick A Financial Adviser

When choosing the right financial adviser, you will need to ask yourself the following questions to ensure you find someone who can truly suit your financial needs.

1) Does he have the relevant qualifications?

Have your financial adviser declare the scope of his services and check if he has the necessary professional certification. All financial advisers are required to be certified under the various Capital Markets and Financial Advisory Services Examination modules.

2) Does he have the relevant experience?

Before you purchase any policy from the financial adviser, find out how many years he has been in this profession, and his area of expertise. Make your decision to purchase the policy only when you are aware of and comfortable with his experience and recommendations.

3) Does he have an existing relationship or earn a referral fee from other parties?

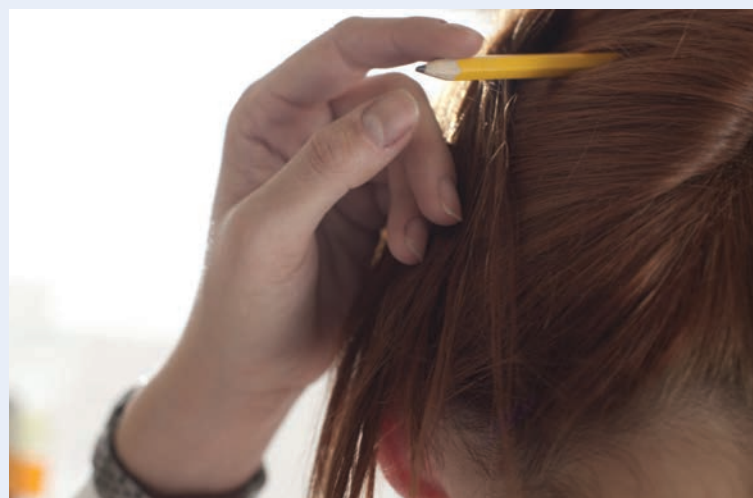
If he does, it is important for these relationships to be disclosed to you because there might be a conflict of interests that work against your favour. So always check before you purchase your policies, securities and unit trusts because he may earn a referral fee from parties like accountants, lawyers or bankers etc.

4) Does he have the relevant licence?

Deal only with advisers licenced by the Monetary Authority of Singapore (MAS). Check if your adviser and his firm are authorised by checking with the MAS website or ask to see the original of his licence. A licence number should be indicated on his or her name card.

5) Is his firm reputable?

Check the company website and go through the corporate profile. It is in your best interest to be insured with a company that has a good reputation.



6) Is he comprehensive in his advice to you?

Your adviser should be professional and be able to conduct a proper fact finding of your financial health situation and provide regular updates. Ask the proper disclosure on exit clauses, surrender charges and sales commissions. He should be able to identify shortfalls in your financial goals and give appropriate advice and solutions.

7) Does the adviser understand my situation?

Advisers in Singapore generally prepare a financial record and recommendation document that is to be signed before implementing a financial plan or product sale. Read through this document carefully to ensure that the adviser has adequately captured your particular financial situation in this document and that the recommendations made tie in with your needs, financial goals and priorities.



If you need a financial adviser to talk to, why not contact our Aviva Advisors? Our Aviva Advisors can help identify your insurance needs and provide you with appropriate financial advice to assist you in your financial planning.

Talk to us at **6827 9933**.

Insurance

MYTH

I am still young and healthy so I don't need insurance.

The need for long-term care can arise at any time in a person's life. The significant benefit to be insured from a young age is that the chances of exclusions from pre-existing conditions are much lower, since such symptoms don't usually turn up until one is older.

MYTH

I don't need to buy insurance for my children and stay-at-home spouse.

Many of the uninsured include housewives and children. If you are relying on an employer-paid group medical insurance policy, your dependants usually have only limited coverage while you are employed. In the event of divorce or death of the working parent or spouse, the coverage may be terminated as well.

3 Quick Facts from Aviva

- Fractures, breast cancer and musculoskeletal disorders (e.g. slipped disc) comprised 49% of all claims in 2010¹.
- Between 2008 and 2010, there was a 52% increase in the total claim amount for fractures, breast cancer and musculoskeletal disorders¹.
- Only 1 in 3 Singaporeans say they have enough savings or investments to cope with the unexpected².



As the only Medisave-approved plan in Singapore that gives free medical cover for your children³, Aviva's MyShield provides comprehensive protection with great cost savings for your entire family's healthcare needs.

Go to www.aviva.com.sg/myshield

1. Source: Aviva's medical claims history processed from January 2008 to December 2010
2. Source: Aviva's Consumer Attitudes to Saving survey, 2010 where 2,999 candidates were interviewed in Singapore. A total of 33,121 candidates were interviewed around the world.
3. Up to 20 years old at age next birthday. Free coverage for children (up to a maximum of 4 children) is provided based on Plan 2 of MyShield, subject to underwriting, provided both parents are insured on Plan 1 or 2.

C R O S S W O R D F U N

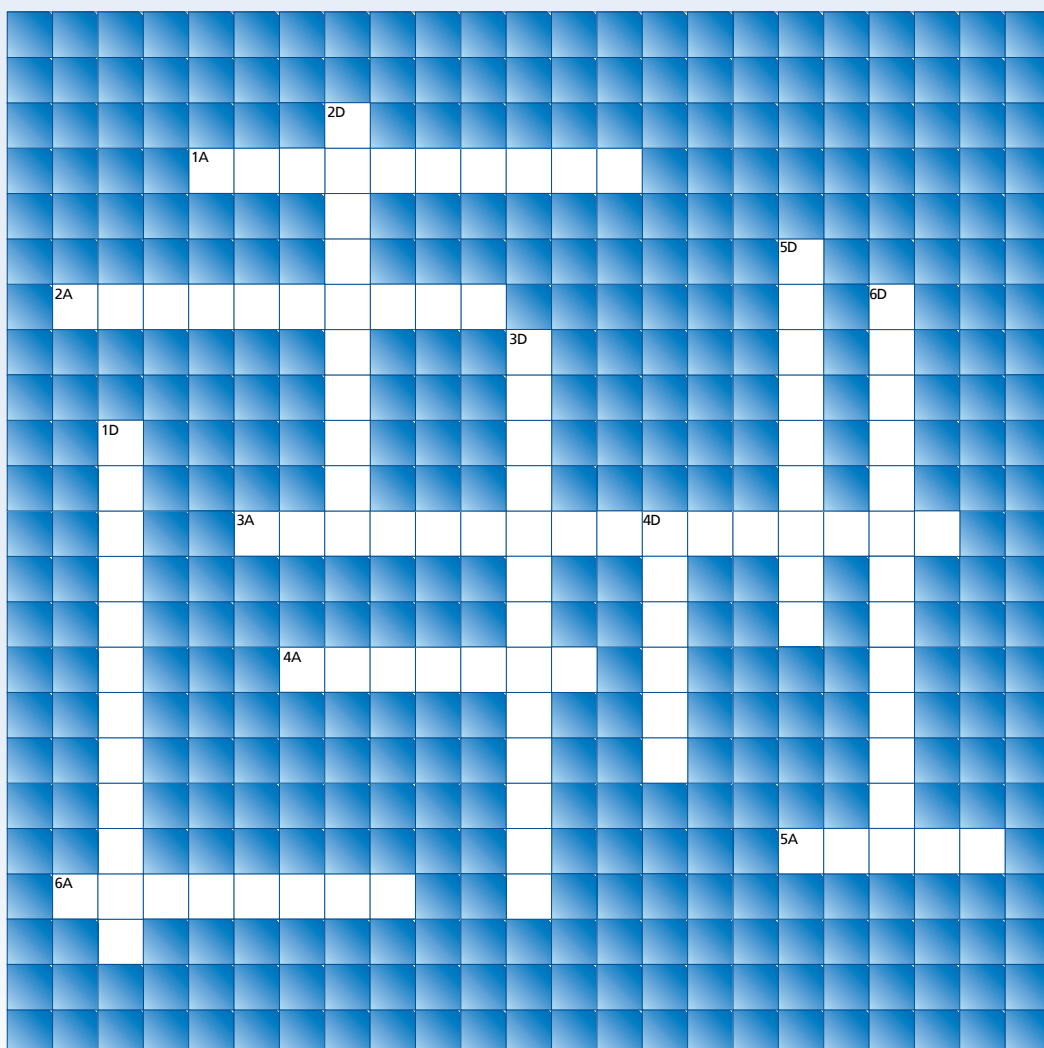
ACROSS

1. Always be aware of and comfortable with the e_____ that your financial adviser has.
2. The financial adviser should u_____ your needs first, before implementing any financial plan.
3. A f____ a____ offers financial services to individuals, businesses and governments.
4. It is in your best interest to deal only with advisers with a relevant l_____ from MAS.
5. Always c_____ if your financial adviser earns a referral fee from a third party.
6. Your adviser should always conduct a proper f_____ of your financial health situation.

DOWN

1. A p_____ financial adviser is one who is thorough and comprehensive in his advice to you.
2. Most people would be more comfortable dealing with an adviser or firm that has a good r_____.
3. Avoid getting advice from an adviser who does not have the necessary professional c_____.
4. When getting a_____ from your financial adviser, check how you can access your money in the event of an emergency.
5. The financial record is an assessment of your particular financial s_____.
6. A financial adviser who does not bother asking all the right questions and rushes through his advice with you is not one who is c_____.

Now that you are aware of the things you need to look out for to pick out a suitable financial adviser, see if you can have some fun with this crossword puzzle!





What is a Life Insurance Rider?

When we insure ourselves with a policy, there are times we are offered the option of purchasing a rider as well. Many of us would admittedly reject the option. Why? Is it because we are unclear of what a rider entails? Or do we hesitate because we have to make an additional payment for it, on top of a policy we think is already sufficient? Read on to reap the reward of knowing what a rider is.

An **insurance rider** is an **additional part of an insurance policy**. They often give you extra coverage or protection aside from the primary coverage you already have with your existing basic policy. They can come in the form of a disability income or accidental or accelerated death benefit for the insured. It could also be in the form of a premium waiver.

An **accelerated critical illness benefit rider** means that when an insured has a critical illness, he is allowed to collect a part or all of his death benefits while he is still alive.

An **accidental benefit rider** means that an additional sum may be paid to the beneficiaries of the policy if the insured dies as a result of the accident and not of anything else. On the other hand, a **disability income rider** provision means that the insured is given an income if he becomes disabled. The income or allowance would be given for as long as the disability exists.

The **waiver of premium** is the kind of rider commonly found in life insurance policies. An insurance contract usually requires continued payment of premiums even if the insured no longer has the financial capability to continue paying. With a waiver of premium rider, the policyholder is assured that the policy will continue even if he can no longer pay the premiums.

Your financial or insurance adviser should keep you informed about riders and explain the benefits to you. Make sure you get to know riders well and see if you should include that before you sign off on your policy.



While short-term coverage can offer critical assistance, associated costs will continue well after a policy's benefits have expired. Supplementing your basic ElderShield protection with Aviva's MyCare/MyCare Plus helps you tide over such expenses.

For more details, go to www.aviva.com.sg/eldershield

Contact Us

We value your feedback. Whether it is a simple enquiry on our products, your thoughts on issues we can improve on, or areas you think we should continue to excel in, we would love to hear from you. You can also look us up on the Internet at www.aviva.com.sg

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Buying life insurance products is a long-term commitment. An early termination of the policy usually involves high costs and the surrender value payable, if any, may be less than the total premiums paid. Buying health insurance products that are not suitable for you may impact your ability to finance your future healthcare needs. You may wish to seek advice from a financial adviser before making a commitment to purchase the product. In the event that you choose not to seek advice from a financial adviser, you should consider whether the product in question is suitable for you. Full details of the standard terms and conditions of the products can be found in the relevant policy contract. Information is correct at time of publishing.

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