

About Aviva Singapore

Our purpose

At Aviva, our purpose is to **Defy Uncertainty**, helping our customers to look to the future with confidence.

What we do

We are a leading composite insurer with a respected global brand. Across the world, we protect our 33 million customers and the things that are important to them.

We provide



Protection & Health

- Provider of Medisave-approved Integrated Shield plans
- Appointed insurer for the national ElderShield scheme
- We also offer Critical Illness, Disability, Term and Whole Life plans



Savings & Investments

- Wide range of endowments plans, investment-linked plans, retirement savings, and even a unit trust platform (Navigator)



General Insurance

- Pioneer insurer to offer car insurance online
- We also offer Travel, Home and Personal Accident plans



Group Insurance

- One of the biggest providers of employee benefits and healthcare
- Protecting Singapore Armed Forces (SAF) servicemen since 1983
- Appointed provider for the Ministry of Home Affairs (MHA)

And our products are sold through



FAs and brokers



Corporate partners



Direct and online

Our strategy

We have a clear strategy to deliver sustainable and progressive cash flows underpinned by good potential for growth, by always putting customers first.



True Customer Composite

Meeting all customer needs across our various solutions



Digital First

Emphasising customer experience driven by digital – online and mobile



Not everywhere

Focusing only in markets and segments where we can win

Our values

Our values are the core beliefs that are at the heart of how we do business.



Care more

We care like crazy about our customers, each other and our communities



Kill complexity

We are obsessed with making things simpler for our customers and each other



Never rest

We are driven to think bigger and do better for our customer and each other



Create legacy

We strive to create a sustainable future for our customers and each other