

'No company is an island'

Tokio Marine Life Insurance Singapore believes that fostering a flourishing community goes hand in hand with establishing a successful business

In January 2020, Tokio Marine Life Insurance Singapore (TMLS) made history as the first insurance company in Singapore to offer a lump-sum payment to policyholders diagnosed with the coronavirus.

To qualify for the one-off payout of \$5,000, policyholders needed to have an in-force life insurance policy with TMLS and proof of the diagnosis. Over the course of four months, more than \$100,000 was distributed.

"January to April 2020 was the period when uncertainty towards the Covid-19 pandemic within the community at large was at its peak and there was great need for financial reassurance and support," says Christopher Teo, chief executive officer of TMLS.

Those were the early days of the pandemic when little was known about the coronavirus and many people were feeling extremely anxious about contracting the illness.

The financial relief, says Teo, offered TMLS policyholders, who had tested positive for Covid-19, some peace of mind and helped to alleviate the emotional and financial strain on their families.

The payouts ended in April 2020, but the insurer went on to expand its slew of community initiatives under the #goCare campaign.

One of the largest insurance companies in Singapore, TMLS believes that "no company is an island". This is why it prioritises making every possible effort to create a positive impact and foster a thriving community,



with a special focus on helping the underserved.

Throughout 2020, the company launched various #goCare initiatives to look out for communities that need help, particularly for the elderly and needy. At the height of the pandemic, TMLS gathered its staff to distribute care packs filled with essentials such as masks, vitamin C pills and hand sanitisers, in collaboration with the Asian Women's Welfare Association.

Healthcare frontliners who worked hard to keep Singapore safe during the pandemic were not forgotten either.

In the same year, 2,000 snack boxes were delivered to four public hospitals to show appreciation to medical professionals who dedicated their lives to safeguarding Singaporeans' health.

Efforts by the company did not falter even as the pandemic raged on. In November 2021, the company invited visually-handicapped professional massage therapists from a mobile massage team to set up shop at various Home Nursing Foundation (HNF) centres. For three consecutive days, HNF nursing professionals were treated to head-and-shoulder or foot massages.

"We launched 'Caring From Top To Toe' to show our appreciation to the healthcare staff for their tireless efforts and tenacity amid the many challenges faced during the Covid-19 pandemic," says Teo.

At the same time, the programme gave the massage therapists the opportunity to utilise their abilities to remain employable and gain self-reliance, thus contributing

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CHRISTOPHER TEO, chief executive officer, Tokio Marine Life Insurance Singapore



towards a more inclusive society, he explains.

Said Mohan, leader of the mobile massage team, in an interview with online publication AsiaOne: "It was really tough when my team and I had zero bookings during the pandemic. We are thankful to Tokio Marine for engaging us in this great initiative."

Staying committed to doing good

Late last year, when pandemic restrictions were largely lifted in Singapore, TMLS continued to seek out communities to help.

For example, it worked with Dementia Singapore and SPH Radio's ONE FM 91.3 to throw an appreciation dinner for persons living with dementia and their caregivers. The event, which took place at Makansutra Gluttons Bay in November 2022, was attended by over 100 guests.

TMLS' in-house charity bazaar also raised \$15,000 in donations for Dementia Singapore, with the aim of giving support to those living with the condition.

Shares Teo: "Our commitment toward bringing about social

change stems from our core tenets, which is in the very DNA of our company."

For its commitment to serving the community, TMLS has been recognised as an Honouree under the Leadership for Good category as part of the Brands for Good awards, which aim to recognise businesses that not only make a difference but also commit as stewards for a positive impact.

The Leadership for Good category in particular, honours purpose-driven brands or individuals that have shown industry and ethical leadership to bring about social change in their respective sectors.

"To be a good company, we need to do good, be good and think for the greater good of everyone around us," adds Teo.

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