

STRICTLY CONFIDENTIAL



SNACK BY INCOME

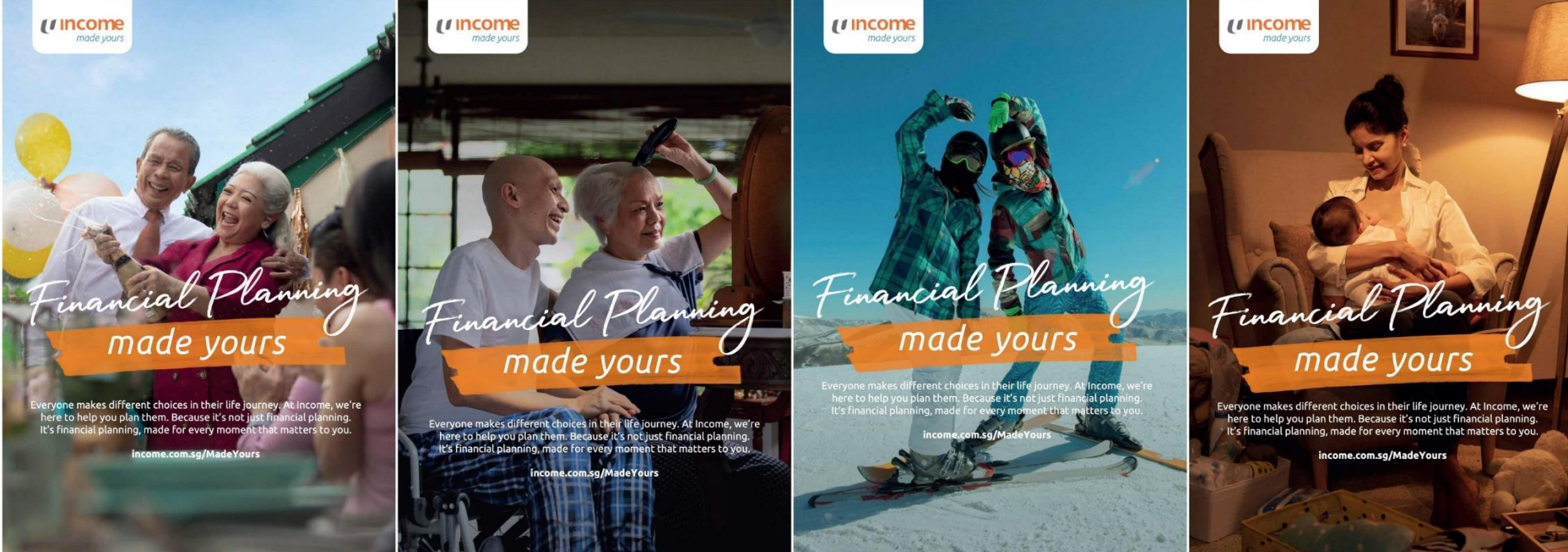
YOUR BITE-SIZED INSURANCE &
INVESTMENTS

A BRAND THAT SINGAPOREANS ASSOCIATE WITH



> 600 touch points addressing social needs from cradle to grave





“Made Yours” is our promise to be empathetic and inclusive while empowering better financial well-being amongst our customers.

Founded in **1970** with the objective of providing insurance protection to the masses.

Rated **“AA-”** by Standard & Poors

Life Insurance

- Whole Life
- Term
- Savings
- Investment-Linked

Health Insurance

- IncomeShield
- Managed Healthcare
- ElderShield
- Dependants' Protection

General Insurance

- Motor
- Personal Accident
- Travel
- Home & Lifestyle
- Commercial

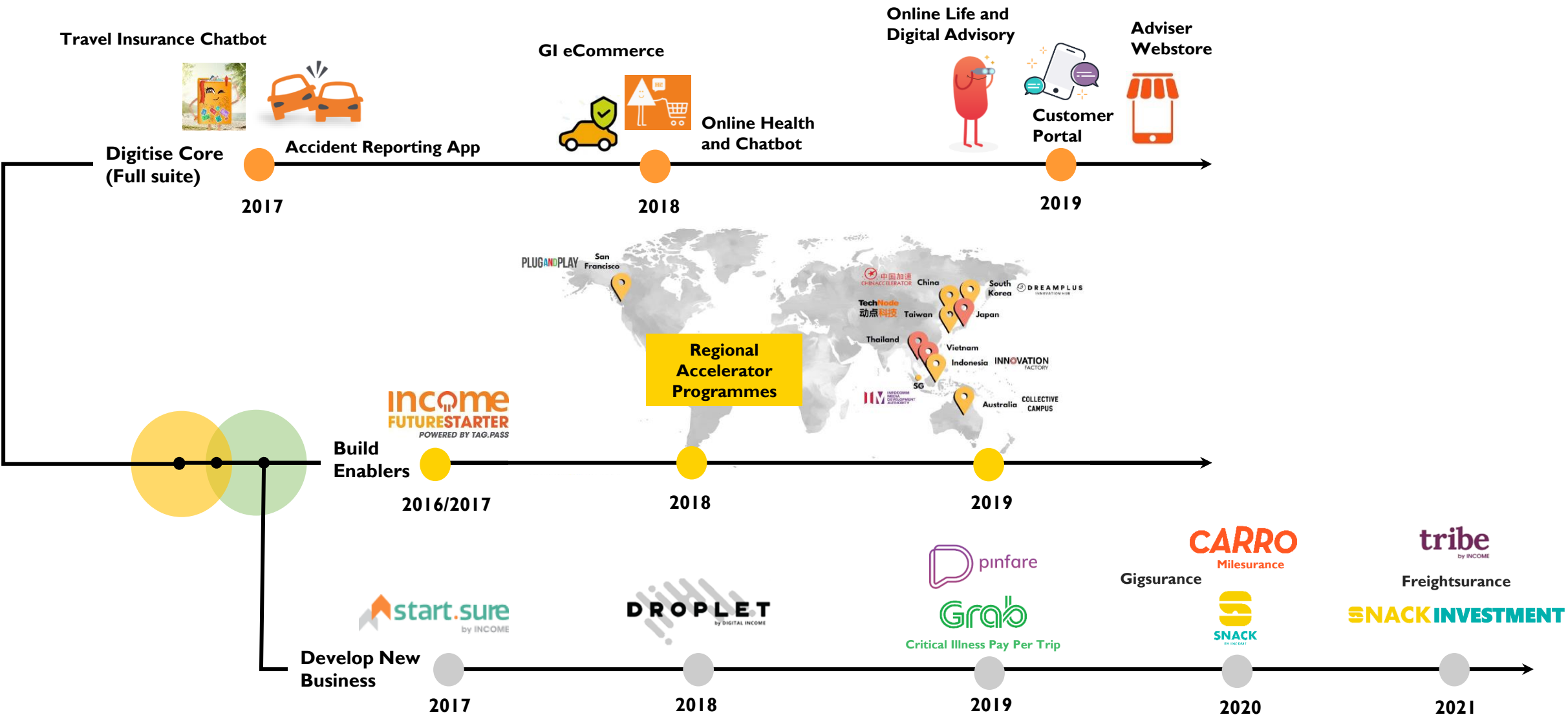
Setting up an
autonomous
business unit in
the form of

**“DIGITAL
INCOME”**

DIGITAL INCOME
48A Peck Seah Street



Our digitisation journey - what has been done so far





SNACK NOUN

noun: snack; plural noun: snacks

a small amount of food eaten between meals.

a thing that is easy to accomplish.

*A **snack** is an attractive person and if you're better than a **snack**, you're a whole meal!*

SNACK BY INCOME

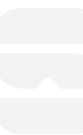
*We believe that there's always **more ways to get there.***

Just like how snacking is a **light and quick** meal you can choose to be in between main meals or in place of them, SNACK by Income offers an **alternative way** for people to build, earn and manage their insurance through small steps that add up to a sizeable coverage.

True to the disruptive generation who constantly explores what's out there and pride themselves in **creating something of their own**, starting with small steps and letting them build up protection based on their lifestyle makes sure that they **do not compromise** on their way of life to do so.

That's our way of telling them that – Yes! there's definitely more ways to imagine, and more ways to live life! And **SNACK is that alternative way for insurance.**

#MoreWaysTo



ERRR WHY ASTRONAUT ON EARTH

A reflection of our disruptive generation who focuses on **living in the moment** yet constantly **looking to explore** and takes pride in **creating their future** by taking small steps towards it.



SNACK BY INCOME

Build free coverage with SNACKUP brands and purchase bite-sized insurance policies and investments with your daily activities



Takes train to work
+\$0.30 premium
(+300 Life coverage)



Lunch
+\$1 premium
(+1 Investments)



Takes train home
+\$0.30 premium
(+300 Life coverage)



SNACKUP
Dinner delivery
(+100 Accident coverage)
Free!



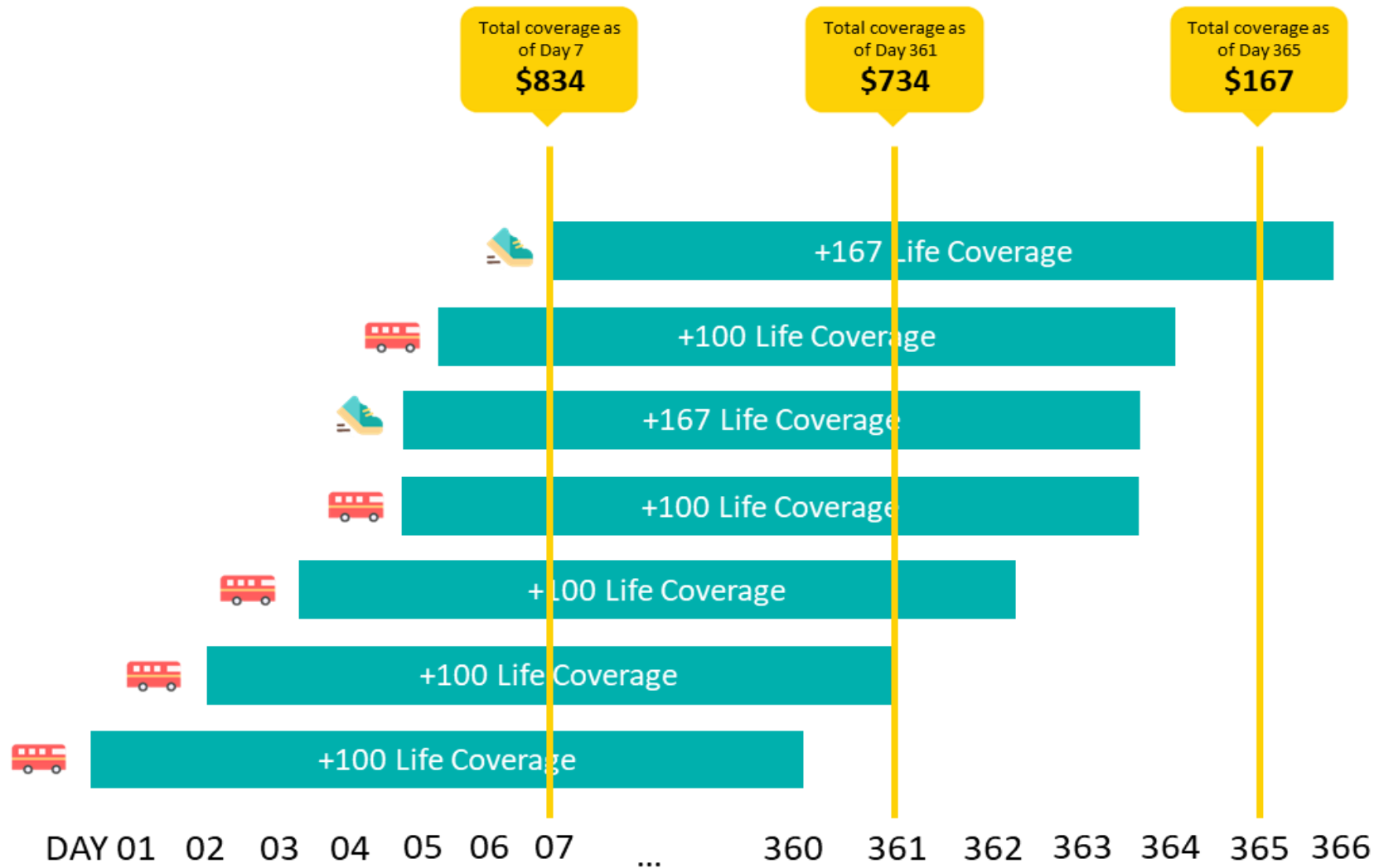
i.JOZZ
Morning cup of juice
(+100 Life coverage)
Free!
SNACKUP

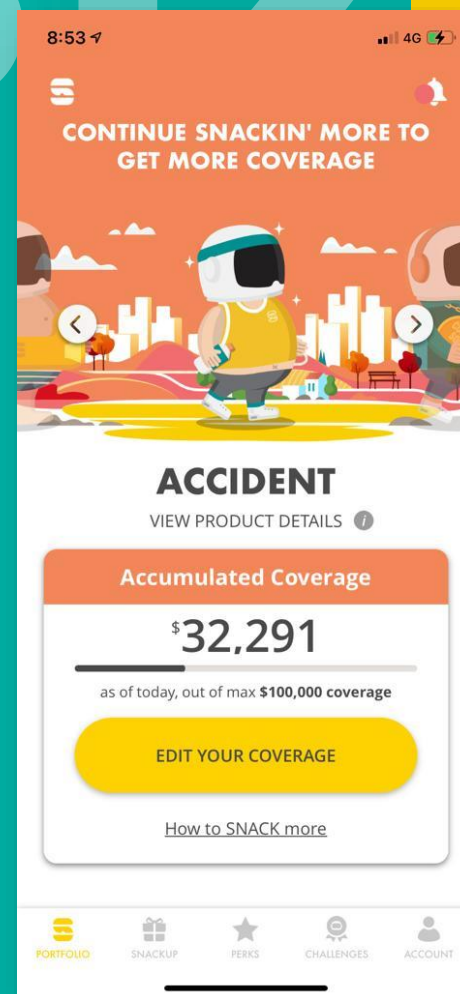
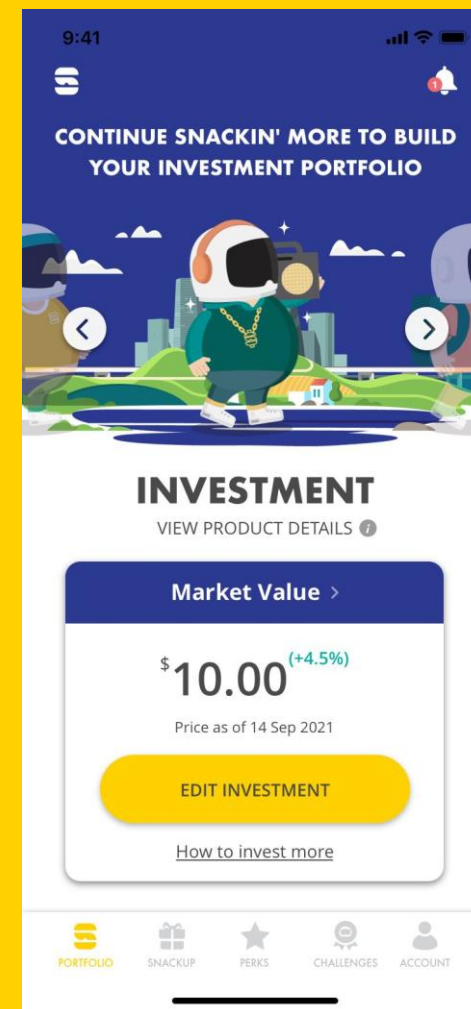
Mobile grocery shopping
+\$0.50 premium
(+500 Critical Illness coverage)



Evening jog
+\$2 premium
(+2 Investments)

STACK COVERAGE AND STAY PROTECTED WITH SNACK





MAKING INSURANCE & INVESTMENTS ACCESSIBLE FOR EVERYONE



Accessible insurance – Starts from \$0.30

Premiums on SNACK start from just \$0.30, which makes it easy to build up your insurance protection without feeling the pinch.

Invest as easy as 1,2,3

Build up your investment portfolio on SNACK, starting from just \$1. There are no additional fees too!



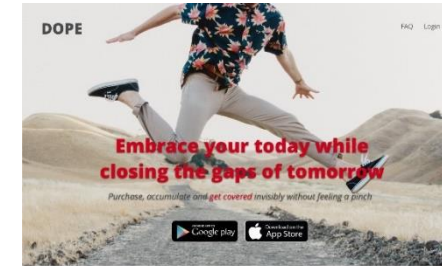
Get the full flexibility you deserve

Start, stop and adjust your premiums anytime. You also have the flexibility to withdraw your accumulated investment amount anytime on the SNACK app.

WHAT MADE SNACK?



Starting off by understanding our customers



Why DOPE?



Spare change to future proofing

Changing expenses plan can be hard, so we make our premiums as low as \$0.10 for your Focus on achieving your goals while you future proof. It's always better than nothing.



Lifestyle-driven coverage

With DOPE, you continue to embrace the moments and protect your future all at once! Build coverage faster with your everyday habits at the back of your mind.



No lock-in period

Start and add more your coverage whenever you are financially comfortable. We give you the flexibility to adjust your premium anytime, no commitment required!

What makes us DOPE

Choose your trigger

Set the premium amount and future proof products.

Your PA coverage

Total sum insured (\$200 (as of today))

I want to set **take a grab, listen to spotify and buy a coffee** as my triggers for my Personal Accident coverage.



How DOPE works



- 1 Download and create DOPE account
- 2 Set your habit trigger(s) with an affordable premium to DOPE product
- 3 Accumulate product coverage/asset based on the preset trigger(s)
- 4 Take up DOPE challenge to earn rewards and extra coverage



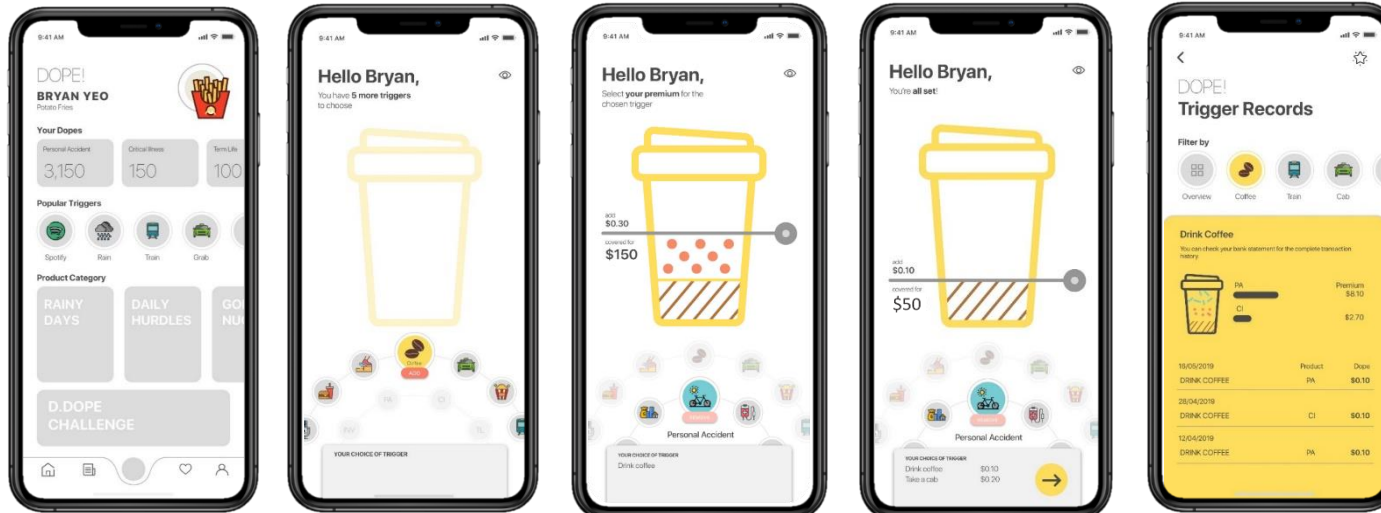
"Without much savings now, I'm afraid if anything happen to me, I do not have any loose cash with me."



Mike, 26
Fresh Graduate

DOPE.

www.dope.sg | Call us at 6472 5072



“I want to live to spend”

Alvin, 24

Just completed NS, waiting to enter NTU



PAINPOINTS

No spare cash. Paying for insurance or investments will disrupt his current lifestyle.



NEEDS

An affordable way to get started while continuing to “live to spend”, as he does see the value in starting early.



DELIGHTS

Getting rewarded and earning additional incentives while taking his first steps in insurance and investments.



“I want flexibility to fill in the gaps in my coverage”

Shereen, 31

Account Manager at an advertising firm



PAINPOINTS

Not sure whether her current coverage is sufficient and if she's overpaying for her insurance. Don't know how to start investing.



NEEDS

A flexible way for her to “add-on” coverage to her existing products and start investing without feeling the pinch.



DELIGHTS

Being able to get advice and recommendations on how much is enough.

CUSTOMERS WITH
“INSUFFICIENT COVERAGE”



“I cannot commit to long term premiums”

Akmal, 38
foodpanda rider



PAINPOINTS

Unpredictable income streams, therefore resulting in an inertia towards insurance.



NEEDS

Protection of income in unforeseen circumstances without being tied down by long term contracts.



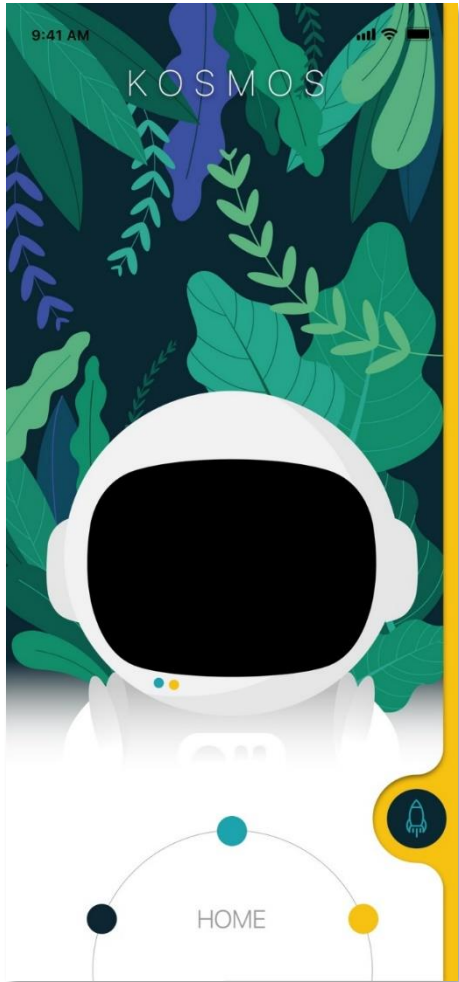
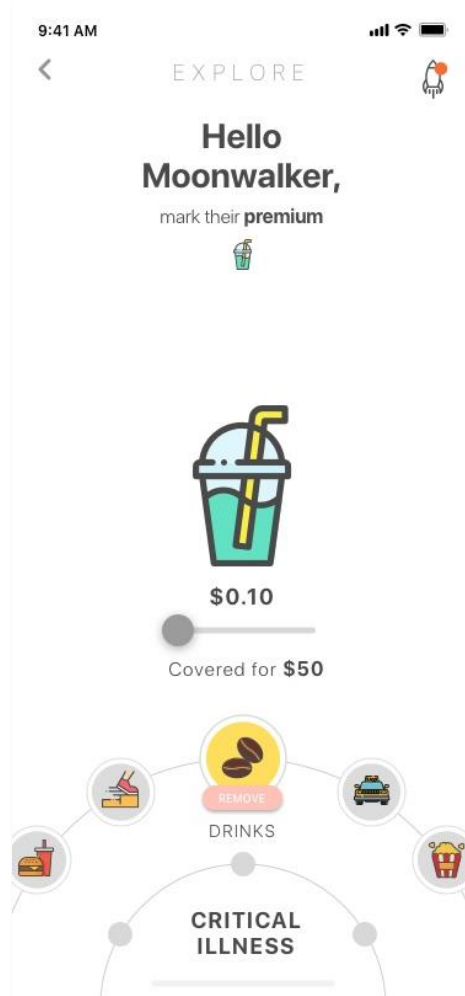
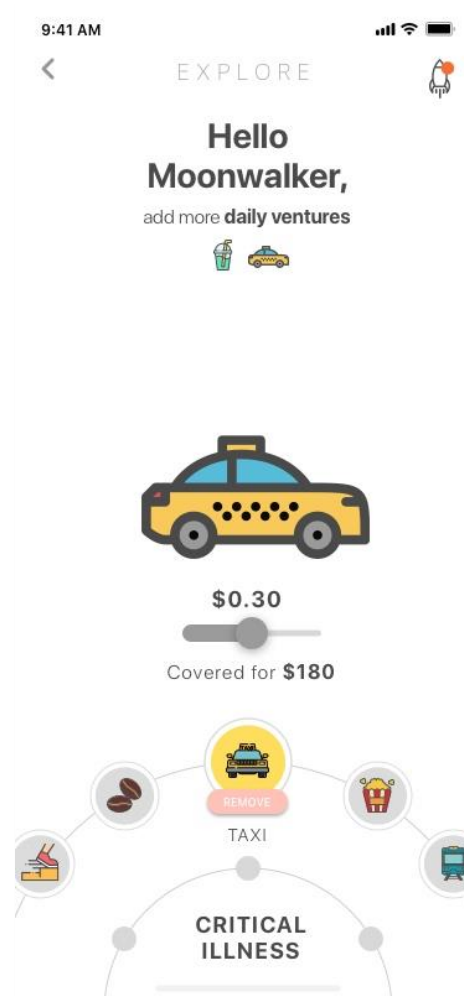
DELIGHTS

Have complete control of his coverage and investments.

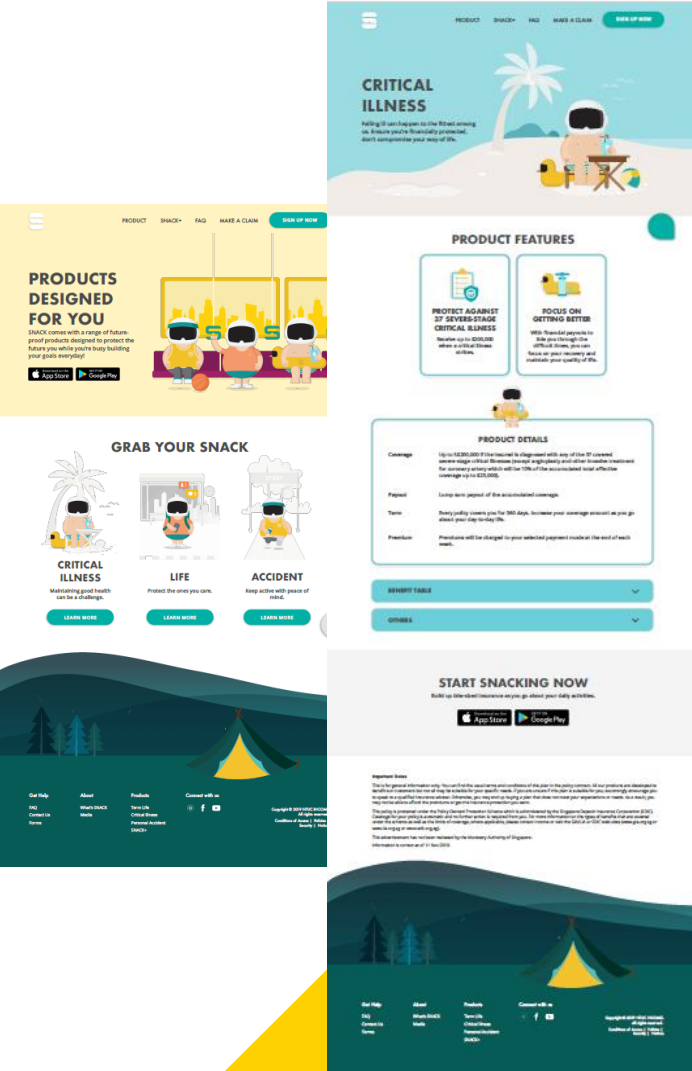
GIG ECONOMY WORKERS



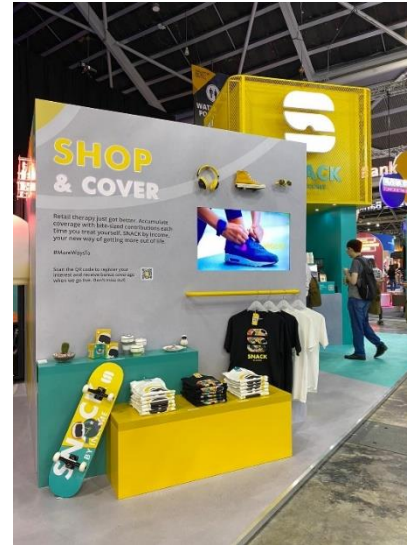
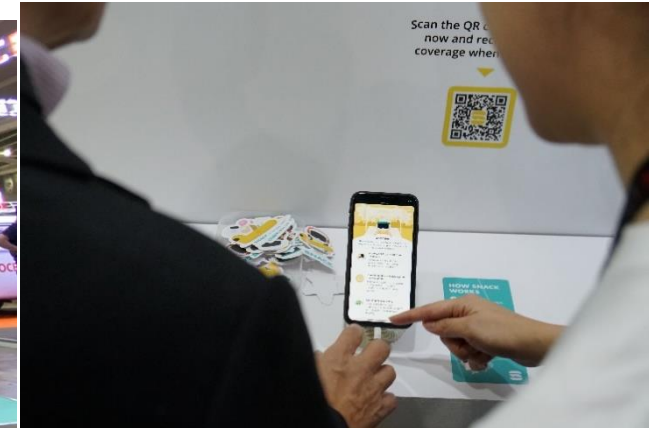
Iterate, iterate, iterate!



Continuous user testing to ensure the right product-market fit and messaging



Showcase @ Singapore Fintech Festival 2019



DELIVERY AS A LIFESTYLE ACTIVITY

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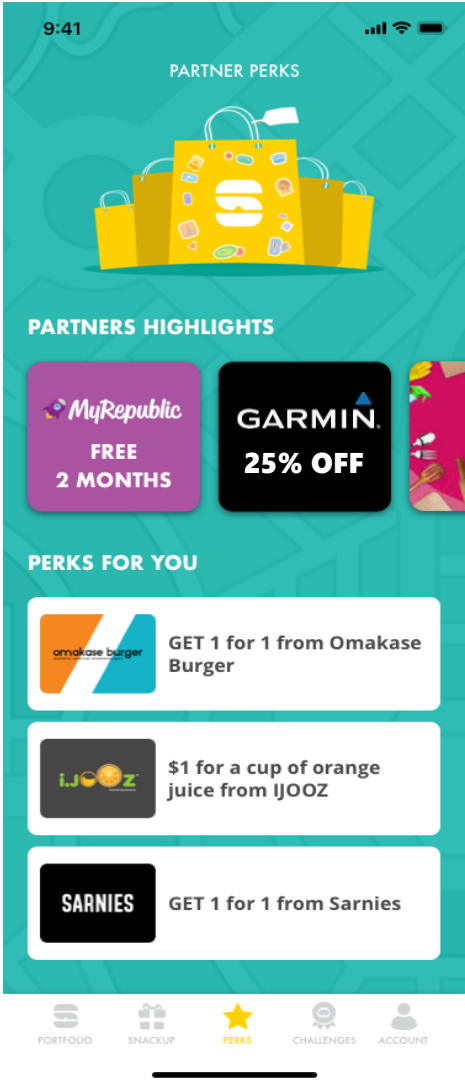
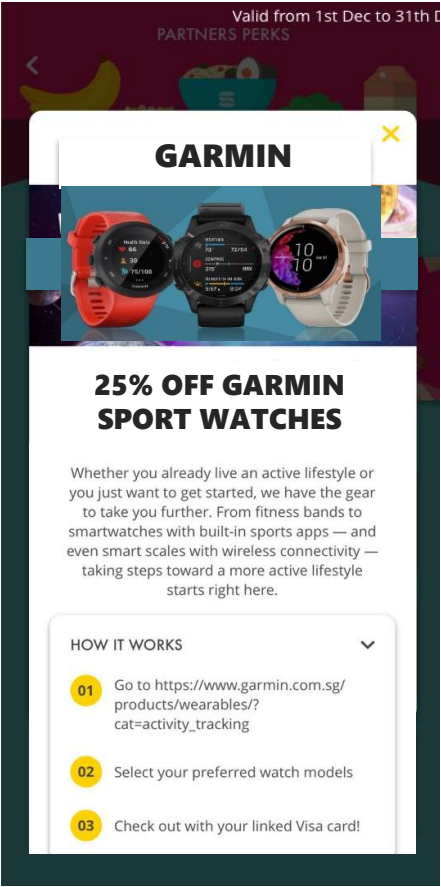


DELIVERY LIFESTYLE ACTIVITY HOW IT WORKS

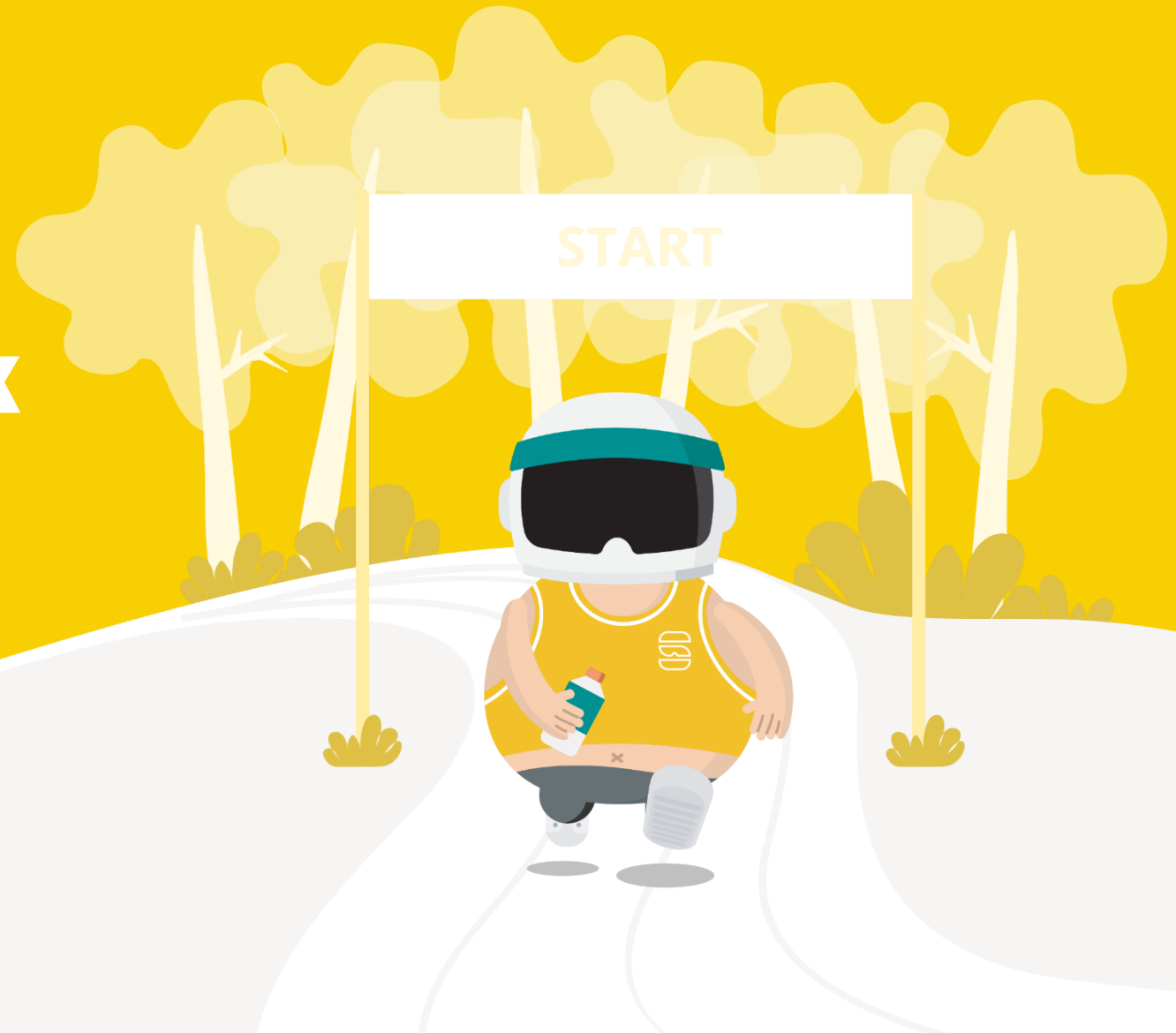
Riders can build up insurance coverage with the deliveries they make, with premiums as low as \$0.30, and they can start & stop anytime.



SNACK PERKS



How we address risk



Unlearn & re-learn to balance customer needs and financial viability



Understand the customer motivation and behavior behind the purchase



Provide features that help customers self-manage risks



Assess the relevancy of existing risk management and process



Always strive to make it simple for the customers



HOW ARE WE DOING SO FAR?



WE'VE BEEN PRETTY GOOD AT SNACKIN'



>120,000

users who downloaded
the app

STRICTLY CONFIDENTIAL



42,000

users who signed up for
an account



\$105,000,000

total sum assured built up with our user's
lifestyle activities



Meeting the evolving behaviours of customers



Making insurance **accessible to everyone** with bite-sized coverage built up with spare change on **SNACK**
BY INCOME

\$105 million total coverage built up in a year!



Letting organisations offer **upsized coverage as a benefit** to employees, members or freelancers through SNACK+ 



Enabling a **different way for merchant brands to reward and engage** with customers through **SNACKUP**

\$10M SNACKUP coverage built up in **less than a year!**



Getting recognised by the industry



Best Adoption - Enterprise
SG:D Techblazer Awards



Mobile App Design - Silver
2021 Indigo Awards



Innovation of the Month
Efma-Accenture Innovation in Insurance Awards 2021



Mobile - Life Insurance
SBR Technology Excellence Award 2021



US CIO 100 Award 2021



Mobile App of the Year
Insurance Asia Awards 2021

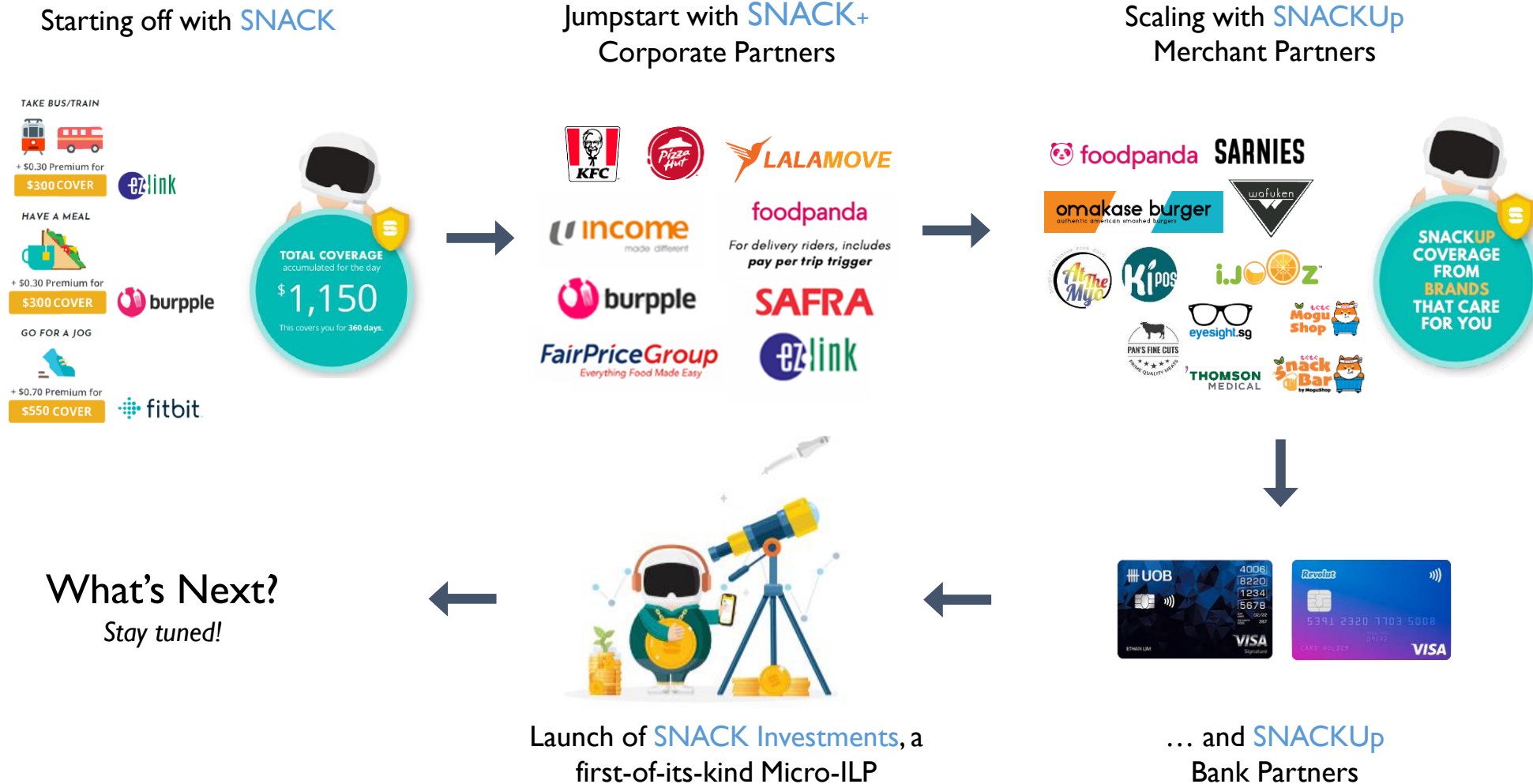


Best Solution for Market Access
DigFin Innovation Awards 2021



Best Use of Mobile: Insurance Services
Mob-Ex 2020

Scaling revenue through incremental products and business models





LIVE

ONE LAST THING..

**JOIN SNACK INVESTMENT
NOW & GET**

\$30 INVESTMENT CREDITS!

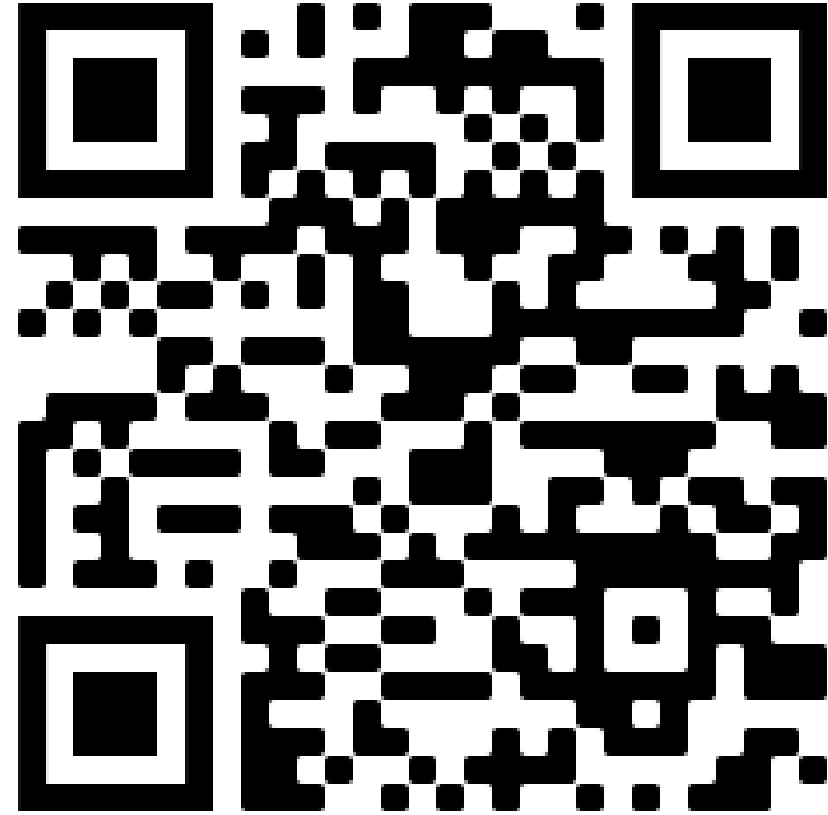
Valid till 31 Oct 2021. No promo code needed!



LAST BUT NOT LEAST..

**SCAN THIS
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OR VISIT**

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**LET'S ANSWER
ANY QUESTIONS
YOU HAVE!**



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