

## Meet a refreshed Sing Investments & Finance

Over the past 60 years, Sing Investments & Finance has served the interests of both companies and individuals with distinction and pride.

Whether it is partnering with the business community to meet their aspirations or providing a safe haven for individuals to protect and grow their funds, Sing Investments & Finance has always sought to be a trusted partner to our clients.

To mark our 60<sup>th</sup> anniversary, we have refreshed our brand and our logo, while remaining steadfast to the values that have marked our journey.

Our new brand name is SingFinance, and our refreshed logo will feature a gemstone, symbolising trust and simplicity, made up of four hexagons that come together to form a robust octagon of strength and unity.

Committed to stellar service for our customers, Sing Investments & Finance will continue to uphold our three core values – Sincerity, Integrity, and Flexibility – each one represented by one of the three blue hexagons of the new logo.

The last hexagon, in gold, is symbolic of the bright and prosperous future Sing Investments & Finance aims to create for our customers. The four hexagons also form a star in their centre, reminiscent of our original star symbol.

But even as we are changing the way we look, we are still Sing Investments & Finance Limited, a name that resonates with integrity, trust, and reliability over the years.

We began our journey in 1964 as a finance company that provided a tailored, thoughtful, and trustworthy experience to small and medium enterprises. Listed on the Singapore Exchange in 1983, we have since expanded our services to retail consumers by providing secured loans and deposit services.

We have grown our footprint across the island by setting up four branches in strategic locations to ensure that we are always within reach of our customers.

Sincerity, integrity, and flexibility are also a crucial part of our DNA and we have always subscribed to the importance of strong corporate governance. To this end, our work in creating strong structures has been validated by multiple wins at the Singapore Corporate Awards and Securities Investors Association Singapore Investors' Choice Awards.

But while we have been steadfast in keeping to our values, Sing Investments & Finance has always stayed flexible and nimble to continually adapt to the changing business landscape.

In 2019, we launched SIF Mobile for our retail customers. With a flick on the phone, they can access services like savings accounts and fixed deposits.

Three years later, we launched SIF BIZ in 2022. The app is a one-stop platform for business owners to review their finances and create online transactions such as placing fixed deposits and making loan repayments with Sing Investments & Finance.

We have evolved and will continue to do so. Staying still is not an option as we confront a future that remains clouded with uncertainty. But we are clear on one thing: we will continue to seize opportunities together with our partners, stakeholders, and clients.

Together we can, and we will.

*If you are looking for trustworthy financial services, visit [www.singfinance.com.sg](http://www.singfinance.com.sg) today.*

星金融發展有限公司

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