



Income Insurance Launches Limited-edition Game Cards to Spark Conversations on the Pursuit and Protection of the Singaporean Dream

Description

Income Insurance Limited (“Income Insurance”) launched today The Singaporean Dream: Income 55th Anniversary Limited Edition card game to commemorate the company’s milestone as it concurrently celebrates SG60, the nation’s Diamond Jubilee.

Partnering the creators of The Singaporean Dream, the popular satirical card game that humorously reflects everyday Singaporean experiences and aspirations, the exclusive Income 55th Anniversary edition is a playful yet meaningful reminder of Income Insurance’s role in helping people in Singapore stay protected as they pursue their aspirations and build the refreshed Singapore Compact.

As players “pay, steal, sabo, and insure” their way to achieving their dreams, the new gameplay is a cheeky twist that mirrors real-life trade-offs and challenges as it incorporates life events such as travel disruptions, health scares, and car accidents, demonstrating how insurance and financial protection support individuals and families through life’s uncertainties.

“In this momentous year where we mark Income 55 and SG60, we take pride in our heritage that is deeply intertwined with Singapore’s nation-building story. Over the years, Income Insurance has served more than 1.4 million Singaporeans, protecting their dreams with a steadfast commitment to empower financial well – being for everyone in Singapore,” said Andrew Yeo, Chief Executive at Income Insurance. “The Singaporean Dream means something different to everyone, and we believe that with proper financial planning and the right protection, people can feel confident turning those dreams into reality. As we look to the future, we are committed to standing beside Singaporeans for more years to come as they pursue their dreams with confidence.”

“Collaborating with Income Insurance on this special edition of The Singaporean Dream was an exciting opportunity,” said Theresa Syn, founder and creator of The Singaporean Dream card game. “We reimagined the gameplay to reflect how financial decisions and protection come into play in real life. It’s meaningful to be part of a campaign that uses storytelling and humour to engage people around such an important topic.”

Sparkling conversations on how each of us can protect our own Singaporean Dream this SG60

Through this initiative, Income Insurance aims to engage people in Singapore in a broader national conversation around the pursuit of their Singaporean dreams and what they would do to protect them and to make their dreams a reality.

Leveraging Instagram as a platform, we invite Singaporeans to use our special The Singaporean Dream filter and share their Singaporean dream as creatively as they can. Individuals who take part in the campaign by reflecting on their version of the Singaporean Dream via social media will also stand a chance to bring home the card pack.

Scoring the limited-edition game cards

From 8 August, customers who purchase family travel insurance will receive a card pack as they stay protected for the shared experience of travelling together.

Experiencing the limited-edition game cards

Starting from 1 September till the end of the year, members of the public can also explore the game at all 12 Income Insurance branches and lite branches at Fairprice, where pop-up play zones will be set up by the team. These sessions offer an opportunity to engage with the game and learn about how financial planning can support their aspirations.

Celebrating Income 55 with the community

The Singaporean Dream: Income 55th anniversary initiative is part of a broader series of activities that mark Income 55. These include the inaugural Big Online Sale, which extended attractive promotions to thank our loyal customers and to further help them close protection gaps; the biggest edition yet of Income Eco Run which included a by-invitation-only 55KM Eco-Ultra Marathon among other new initiatives, reinforcing the company’s commitment to the zero waste cause; and the newly introduced \$10 million Income OrangeAid Caregiver Support Accelerator Grant, which aims to uplift the

capabilities of the Social Service Agencies.

(SSAs) ecosystem in Singapore through embedding and scaling sustainable support for caregivers in families who are taking care of loved ones. These efforts reaffirm Income Insurance's commitment to supporting Singaporeans and safeguarding aspirations as the nation continues to progress and strengthen our social compact.

Further details on the travel insurance promotion and social media giveaway are available below:

Travel Insurance Promotion

- Get 60% off + Income's 55th Anniversary Edition of The Singaporean Dream^ when you sign up for Standard Per-trip Travel Insurance from 8 August to 22 August 2025!
- Get 25% off + Income's 55th Anniversary Edition of The Singaporean Dream^ when you sign up for Enhanced PreX Per-trip Travel Insurance from 8 August to 22 August 2025!

^Family plan only, with min. purchase of \$50 (after discount). While stocks last. Promotion Ts&Cs apply.

Social Media Giveaway

Use our special The Singaporean Dream filter and share what your Singaporean dream is! Upload it to Instagram Story and tag us at @incomeinsurance. 55 winners with the most creative entries will each walk away with a set of Income's 55th Anniversary Edition of The Singaporean Dream! Use hashtag #SgDreamMadeYours to join the conversation. Ts&Cs apply.

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