



PRESS RELEASE

Sing Investments & Finance Limited Goes Digital

First finance company in Singapore to launch its own retail mobile application, SIF Mobile

Singapore, 2 December 2019 – Sing Investments & Finance Limited (“SIF”) today launches its own mobile application, SIF Mobile - the first of its kind by a finance company in Singapore.

Since the liberalisation of the Finance Company Act in late 2017, SIF has been moving quickly to expand its product range and offer more holistic solutions to its small and medium enterprise (“SME”) customers. In February 2018, it rolled out unsecured working capital loan products and in June 2018, it further expanded its product range to include current account with chequing facility to its corporate customers.

With the completion of its product range, SIF has been building on the progress it has made and focused its efforts on remaining relevant to its customers by growing its business in the midst of digital disruption. The launch of SIF Mobile is a key enabler to better serve its customers and to catch up with the competition in this space.

SIF Mobile was built with the customer in mind. It offers customers 24/7 biometric secure access to a suite of online services, anytime, anywhere. The suite of services includes seamless in-app account opening, a 360-degree view of all accounts in SIF and personalised settings for an enhanced customer experience. Not only does SIF Mobile provide a hassle-free experience, its more efficient cost structure allows it to offer better customer value. Customers are able to make their savings go further by opening a GoSavers Account* via the app to enjoy interest rates of up to 1.80% p.a.**

“At Sing Investments & Finance Limited, keeping in tune with our customer’s needs and placing them at the centre of our business is key to us. Over the past few years, we have been transforming our business while developing new digital capabilities as a platform to one day serve our customers. That day is here and we are confident that SIF Mobile will bring us closer to our customers,” said Mr. Lee Sze Leong, CEO and Managing Director of SIF.

SIF Mobile is now available for download from App Store or Google Play Store, with more information available at www.sif.com.sg

About Sing Investments & Finance Limited

Sing Investments & Finance Limited was incorporated in Singapore on 13 November 1964 and was listed on the Singapore Stock Exchange in July 1983. The company has over 50 years of lending experience in the financing arena in Singapore and its suite of financial products include the acceptance of fixed and savings deposits and the provision of loans and credit facilities to individuals and corporations/SMEs in Singapore. SIF has four branches across Singapore, located strategically at 96 Robinson Road, Ang Mo Kio Avenue 6, Bedok North Street 1 and Jurong Gateway Road. It recently won a merit award in the Best Risk Management (Small-Cap Category) at the Singapore Corporate Awards 2019 and its CEO, Mr Lee Sze Leong was recognised as the Best Chief Executive Officer (Small-Cap Category).

*Terms and conditions apply.

**Interest rate is subject to change without prior notice.

Deposit Insurance Scheme: Singapore dollar deposit accounts of non-bank depositors are insured by the Singapore Deposit Insurance Corporation, for up to S\$75,000 in aggregate per depositor per Scheme member by law.

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