

Singapore Life – sophisticated, cool and dependable

In a conversation with Hubbis, Walter de Oude, Founder and Chief Executive Officer of Singapore Life explains its priorities, what it stands for, and why he believes Singapore is a great centre to serve clients across Asia



WALTER DE OUDE
Capital Company

SINGAPORE IS A LEADING FINANCIAL AND TECHNOLOGY HUB and offers best-in-class products and services across the board. However, Walter de Oude of Singapore Life believes that there's more to do when it comes to insurance. The company started with an aim to be a digital-first insurer and transform insurance for investors, and is already making a difference and delivering on promises.

De Oude founded Singapore Life to represent everything that comes from the sophistication, the dependability, and the innovation that Singapore represents as a financial services centre. His firm is looking to attract wealth to Singapore from those that prefer the country as their investment destination because of its stability, transparency, and reputation.

Singapore is well suited to soon take over Switzerland as the private wealth capital of the world. The centre is already growing four times as fast as Switzerland in terms of private wealth and de Oude believes that his firm is perfectly positioned to benefit from that growth. Singapore Life is working hard to ensure that it is the preferred carrier for those that seek the security and growth position that Singapore offers in the world of insurance.

The company started out with a pure universal life product and in December will offer a variable universal life product.

Singapore is a great base because it focuses on technology enhancements, innovation, and driving towards a new generation of financial services. De Oude says that Singapore has supported the company's efforts to take technology and use its efficiency to create better value and an improved experience for its customers. ■