

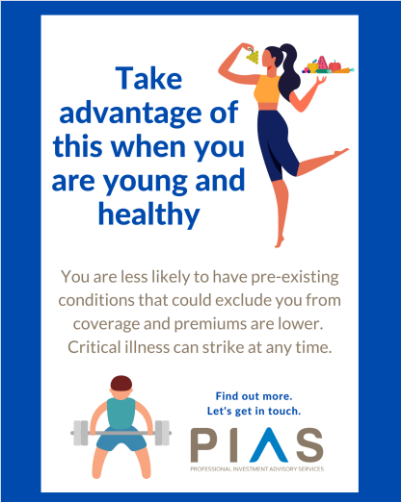



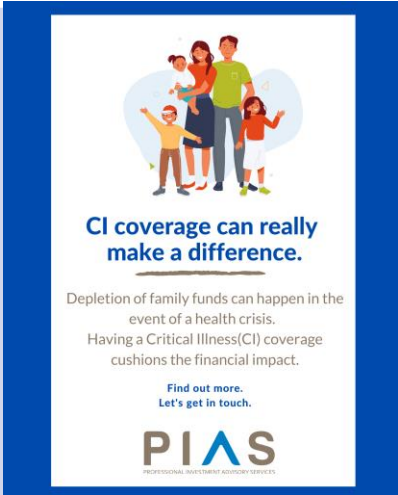

PROFESSIONAL INVESTMENT ADVISORY SERVICES

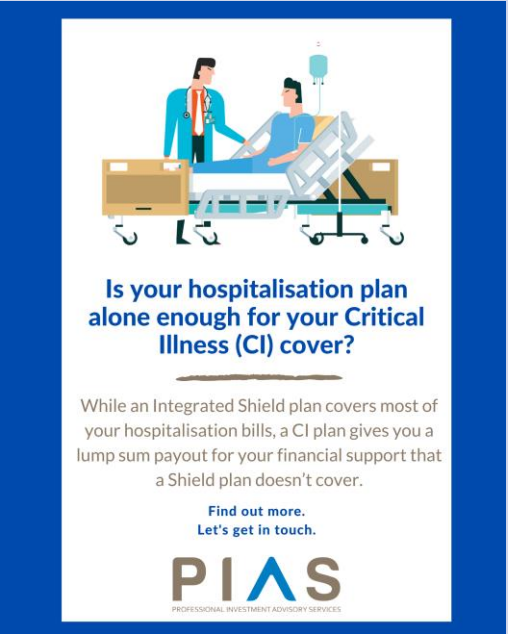
Critical Illness-Themed EDMs & The Target Audience

Note: You may download respective EDMs from the link below

[Home»](#) [**PIAS Resource Library»](#) [Life Insurance Products»](#) [Comparison tables and tools»](#) [EDMs»](#) [Critical Illness](#)

No.	Headline	EDM	Target audience
1	"Take advantage when you are young and healthy"	 <p>Take advantage of this when you are young and healthy</p> <p>You are less likely to have pre-existing conditions that could exclude you from coverage and premiums are lower. Critical illness can strike at any time.</p> <p>Find out more. Let's get in touch.</p> <p>PIAS PROFESSIONAL INVESTMENT ADVISORY SERVICES</p>	Young working adult
2	"Be well-covered in case your illness gets serious"	 <p>Be well-covered in case your illness gets serious</p> <p>A sudden income loss and depletion of family funds can affect you and your loved ones greatly. A critical illness coverage lets you focus on recovery.</p> <p>Find out more. Let's get in touch.</p> <p>PIAS PROFESSIONAL INVESTMENT ADVISORY SERVICES</p>	Married couple

No.	Headline	EDM	Target audience
3	“CI coverage can really make a difference.”	 <p>The EDM graphic for CI coverage features an illustration of a family of five (two adults and three children) standing together. Below the illustration, the headline reads 'CI coverage can really make a difference.' followed by a sub-headline: 'Depletion of family funds can happen in the event of a health crisis. Having a Critical Illness(CI) coverage cushions the financial impact.' and a call to action: 'Find out more. Let's get in touch.' The PIAS logo is at the bottom.</p>	Parents with kids
4	“Your retirement savings shouldn’t be eroded by healthcare needs.”	 <p>The EDM graphic for retirement savings features an illustration of an elderly couple standing together. Below the illustration, the headline reads 'Your retirement savings shouldn't be eroded by healthcare needs.' followed by a sub-headline: 'Medical cost and risk increase as you age. Protect your retirement savings from healthcare issues.' and a call to action: 'Find out more. Let's get in touch.' The PIAS logo is at the bottom.</p>	Pre-retirees

No.	Headline	EDM	Target audience
5	<p>“Is your hospitalisation plan alone enough for your Critical Illness (CI) cover?”</p>		<p>Those with H&S coverage but do not have CI coverage</p>