





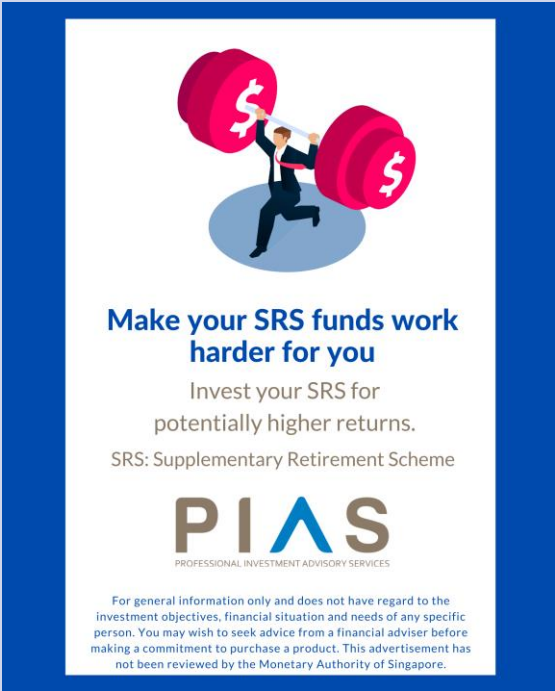
PROFESSIONAL INVESTMENT ADVISORY SERVICES

SRS-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»](#) [SRS](#)

No.	Headline	EDM	Target audience
1	“Enjoy tax savings while saving for retirement”		Arouse interest among those without a SRS account to open it up and thereafter make use of the opportunity to get them to invest their SRS funds in UTs or single premium insurance for their retirement needs
2	“SRS complements CPF for your retirement planning needs”.		

No.	Headline	EDM	Target audience
3	“Make your SRS funds work harder for you”	 <p>The EDM graphic features a central illustration of a person in a suit running while carrying two large red coins with dollar signs. Below the illustration, the text reads: 'Make your SRS funds work harder for you', 'Invest your SRS for potentially higher returns.', 'SRS: Supplementary Retirement Scheme', and the PIAS logo. At the bottom, a disclaimer states: 'For general information only and does not have regard to the investment objectives, financial situation and needs of any specific person. You may wish to seek advice from a financial adviser before making a commitment to purchase a product. This advertisement has not been reviewed by the Monetary Authority of Singapore.'</p>	Get those who already have a SRS account but not investing the funds to take action