



PROFESSIONAL INVESTMENT ADVISORY SERVICES



Note: You may download respective EDMs from the link below


## Life Protection-Themed EDMs & The Target Audience

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No.	Headline	EDM	Target audience
1	“Getting life insurance is cheaper when you are young”		Young adults entering workforce
2	“Protect your family’s financial stability”		Just married/married couples with young kids/sandwiched generation

No.	Headline	EDM	Target audience
3	"Give your child a perfect gift which lasts for a lifetime."	 <p><b>Give your child a perfect gift which lasts for a lifetime</b></p> <p>Insuring your child when they're young and healthy locks in lower premiums. A life insurance policy with cash value accumulation also provides a source of savings.</p> <p><b>PIAS</b> PROFESSIONAL INVESTMENT ADVISORY SERVICES</p> <p><b>Find out more.</b> <b>Let's get in touch.</b></p> <p><small>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 buy a product. This advertisement has not been reviewed by the Monetary Authority of Singapore.</small></p>	Parents buying for kids
4	"Is your financial protection plan future-proof?"	 <p><b>Is your financial protection plan future-proof?</b></p> <p>Each life stage changes brings about increase in your financial commitment. Make sure that you are adequately insured to protect your loved ones should you be no longer around.</p> <p><b>PIAS</b> PROFESSIONAL INVESTMENT ADVISORY SERVICES</p> <p><b>Find out more through a financial review.</b></p> <p><small>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 buy a product. This advertisement has not been reviewed by the Monetary Authority of Singapore.</small></p>	People who should be looking to review and upgrade their coverage due to life stage changes

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5	<p>“Income replacement from life insurance can provide peace of mind”</p>	 <p>The EDM graphic is a vertical rectangle with a blue border. At the top, the headline 'Income replacement from life insurance can provide peace of mind' is written in blue. Below the headline is an illustration of a person in a blue shirt and black pants sitting at a desk, looking at a computer monitor. To the right of the illustration, the text reads: 'Your income is one of your greatest financial assets. If you were gone tomorrow, would your loved ones have enough financial security to live comfortably?'. Below this text, it says 'Find out more. Let's get in touch.' followed by the PIAS logo and 'PROFESSIONAL INVESTMENT ADVISORY SERVICES'. At the bottom, a small 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 buy a product. This advertisement has not been reviewed by the Monetary Authority of Singapore.'</p>	General