

Dear Mr/ Ms/ Mdm <Customer Name>,

Hope this finds you well.

I would like to take this opportunity to share the following piece of information.

Do you know that...

- there were 4,136 incidents of fire reported in 2013.
- 2,952 incidents (or 71.4%) involved residential premises.

Fires in Residential Premises	Jan - Dec 2013
Rubbish (Rubbish Chute/Bin)	1,289
Discarded Items	595
Unattended Cooking	405
Household Contents	246
Electrical	204

(Source: Singapore Civil Defence website)

Accidents are unforeseen and may strike when we least expect it. In such an unfortunate event, we face huge expenses for renovating and purchasing of new contents such as Television and washing machine.

I can never emphasise enough the importance of ensuring that we are well insured to provide us with a peace of mind and to help us defray the costs that we may possibly incur in such an event.

At AIG, we have several home contents insurance plans for different needs. I am also pleased to share some of our plan's benefits which are more than simply coverage for your home contents:

- Alternative accommodation in the event the property is under renovation and repair as a result of a loss incident
- Worldwide identity fraud
- Worldwide ATM Assault

Feel free to contact me should you like to know more about the products and I will be more than willing to recommend a plan catered to your needs.