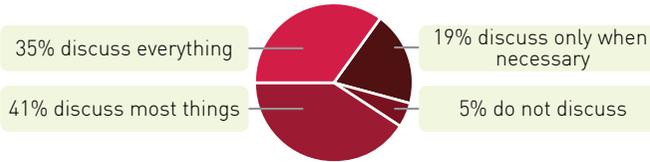


AIA — YOUR WEALTH MATTERS: UNCOVERING SINGAPOREANS' FINANCIAL CHALLENGES AND PRIORITIES

Differences in Financial Planning Approaches a Cause of Tension for Married Couples in Singapore

Married couples don't see eye-to-eye on how to balance their investment and savings needs

When discussing financial priorities and concerns with spouses:



9 in 10 married individuals disagree with their spouses at least 50% of the time on how to manage their finances



and approximately 1 in 5 commonly disagree on:



Holiday expenses



Big ticket items



How much to allocate to investments and how much to save

Married Women:



Believe their spouse would invest more than they would

Believe their spouse is likely to invest **12.3%** more than they would and save less

Married Men:



Believe their spouse would save more than they would

Believe their spouse is likely to save **74%** more than they would and invest less

Men are more inclined to invest while women prefer to save for their future

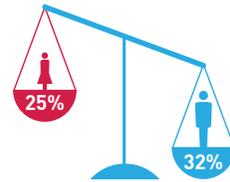
There is a distinct difference in the way men and women approach financial planning:

Savings



Women allocate more to savings (41%) compared to men (35%)

Equities



Men allocate more to equities (32%) compared to women (25%)

When allocating monthly income, men tend to invest more while women save more



Men are deterred from investing due to market volatilities while women are more concerned about the risks involved

Top deterrents to investing are:



Women are worried about:

- 51%** 1. Risks involved
- 47%** 2. Market volatility
- 37%** 3. Difficulties in understanding investing



Men are worried about:

- 49%** 1. Market volatility
- 45%** 2. Risks involved
- 34%** 3. Insufficient funds to get started

More than 60% of both men and women would be motivated to invest if they had some form of guaranteed returns

Women would also be motivated to invest if:

- 50%** Given assurance that they will not lose their investment capital
- 43%** Able to achieve higher returns to reach goals quickly

Men would also be motivated to invest if:

- 50%** Provided with greater ease in making investment choices
- 41%** Given assurance that they will not lose their investment capital

The top three financial concerns among Singaporeans:



1. Increasing cost of living



2. Increasing healthcare costs



3. Financial strain of caring for ageing parents

What Singaporeans believe will help them better plan their finances:



Getting professional financial advice



Increased cash inflow, including through passive income



Better access to easy-to-understand information and investment guidelines