

# 3 — Focusing on the Unserved and Underserved

*Income seeks to make a difference in the unserved and underserved segments in Singapore. By innovating in uncharted grounds and providing meaningful product offerings to these needy segments, we stay true to our social mission to make essential insurance accessible to as many people as possible in Singapore.*



**4,877**  
**insured**  
*(as of 31 Dec 2015)*

**PIONEERCARE  
& SILVERCARE**

Specially designed for our nation's pioneers, Income introduced a new personal accident insurance plan called PioneerCare in Oct 2014. Pioneers will be able to buy PioneerCare at 10% less than Income's SilverCare insurance plan. SilverCare is available for seniors between 50 and 75 years old. As of 31 Dec 2015, 4,877 had been insured under SilverCare and PioneerCare.

Income became the first insurer in Singapore in 2013 to voluntarily offer insurance coverage for children and young people with autism, a segment of the community that was previously denied coverage. SpecialCare (Autism) provides coverage for medical expenses due to accidents and infectious diseases.



**383**  
**insured**  
*(as of 31 Dec 2015)*

**SPECIALCARE  
(AUTISM)**



**37**  
**insured**  
*(as of 31 Dec 2015)*

**SPECIALCARE  
(DOWN SYNDROME)**

In Dec 2014, SpecialCare (Down Syndrome) was unveiled as part of the SpecialCare series targeting the special needs community. It is modelled after SpecialCare (Autism) and aims to provide financial relief for families of children and youths with Down syndrome in the event of an accident or infectious disease.

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**“SpecialCare (Down Syndrome) is a long overdue product. The premium is affordable and it will definitely help to relieve some financial burden in the event of a medical crisis that requires hospitalisation or post-care.”**

*– Ms Margaret Goh Income policyholder whose son was diagnosed with Down syndrome as an infant*

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