

## News Release

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### **United Overseas Insurance partners with Atria Insurance Agency to launch domestic helper insurance for employment agencies**

Singapore, 15 January 2025 - United Overseas Insurance Limited (UOI), one of Singapore's most trusted and established general insurance companies, is partnering with Atria Insurance Agency, a leading agency specialising in insurance for domestic helpers, to launch AssureHelper, a comprehensive insurance designed to protect the well-being of domestic helpers exclusively for employment agencies.

#### **A strong partnership to benefit domestic helpers and employment agencies**

The collaboration will allow employment agencies to offer affordable, reliable, and comprehensive insurance coverage for their domestic helpers, ensuring their health, safety, and well-being are protected. Benefits offered under this insurance will include medical, personal accident, and repatriation benefits, among other essential protections.

This partnership reflects UOI's commitment to expanding its consumer-facing offerings and enhancing accessibility to vital insurance products. Through this partnership, both companies aim to improve the standards of care and protection for the growing number of domestic helpers working in Singapore, who play an indispensable role in supporting households.

"We are thrilled to partner with Atria Insurance Agency to bring much-needed insurance solutions to domestic helper agencies and their employees," said Andrew Lim, CEO of UOI. "With over 50 years in general insurance, we understand the importance of protecting the people who work hard to make a difference in our daily lives. Our partnership with Atria Insurance Agency strengthens our mission to provide accessible, high-quality insurance products to a broader consumer base."

Choo Boon Siong, founder of Atria Insurance Agency, expressed enthusiasm about the collaboration: "Having worked with employment agencies for 20 years, I understand the challenges faced by both agencies and helpers when it comes to securing reliable insurance. This partnership with UOI will enable us to provide an insurance solution that truly meets the needs of domestic helpers and their employers. I look forward to working together to enhance the protection and peace of mind for everyone involved."



Member of the UOB Group

### **About United Overseas Insurance Limited (UOI)**

Serving Singapore communities for over 50 years, UOI is one of Singapore's leading general insurers and is listed on Singapore Exchange (SGX). Offering a comprehensive range of personal and commercial insurance, UOI is known for its customer-focused approach and is dedicated to making insurance solutions accessible and affordable for individuals and businesses across Singapore. UOI is a member of the UOB Group.

### **About Atria Insurance Agency**

Atria Insurance Agency specialises in providing comprehensive insurance solutions for domestic helpers, ensuring they receive the protection and security they deserve while working in Singapore. Atria Insurance Agency is widely respected for its expertise, and a streamlined claims process, ensuring that both employers and their domestic helpers experience peace of mind.