



## JOINT MEDIA RELEASE

### **NSMEN TO ENJOY MORE EXCLUSIVE LIFESTYLE BENEFITS AND PRIVILEGES AS SAFRA PARTNERS DBS BANK TO OFFER NEW MULTI-FUNCTIONAL CREDIT AND DEBIT CARDS**

Singapore, 30 November 2013 – NSmen and their families have much to look forward to as SAFRA partners DBS Bank to offer more exclusive benefits and privileges to meet their lifestyle needs. Kicking off the partnership, two new multi-functional cards – the SAFRA DBS credit and debit cards, will make their debut in April next year to offer NSmen the best of both worlds.

This initiative was jointly announced today by Mr Chan Chun Sing, Second Minister for Defence and President of SAFRA, and Mr Sim S. Lim, Country Head of DBS Singapore, at the SAFRA Toa Payoh Open House.

Leveraging on both SAFRA and DBS' network of partners, SAFRA members can now enjoy special discounts and privileges at over 1,700 merchant outlets island-wide with the two new cards. These include merchants covering a wide array of products and services ranging from F&B, groceries and shopping to entertainment and travel. Cardholders can also expect more exclusive lifestyle privileges to be introduced at a later date.

Both cards will also provide greater convenience with multiple functionalities such as ATM, Contactless ePurse Application (CEPAS) and contactless payment features to enable electronic payments for public transport services as well as retail purchases at participating outlets.

Application for the new SAFRA DBS credit and debit cards will be open to SAFRA members, NSmen and their families in the first quarter of next year.

Mr Chan Chun Sing commented: "I am very happy to have DBS Bank as our partner because both organisations go back a long way to the time of Singapore's independence when both were started to benefit Singaporeans. Hence, we hope this will be a lasting partnership between SAFRA and DBS Bank and in time to come it will generate even more benefits to recognise our NSmen."

He added: "I would also like to urge other partners to come forward and join us. Following the NS45 benefits last year, SAFRA membership has grown to more than half a million NSmen and their families. It is indeed a tremendous opportunity for commercial vendors. Not only can commercial organisations benefit from this pool of half a million potential customers and their families, our members can also benefit from the services provided by these businesses."

“DBS’ mandate in the founding years of Singapore was to help the industrialisation of the nation and we remain committed to doing our best to contribute to total defence. Through this partnership with SAFRA, we want to express our appreciation to our NSmen for their significant contribution to the nation. With the new cards, SAFRA members can now look forward to an enhanced suite of exclusive benefits, bringing about greater value and convenience to them and their families,” said Sim S. Lim, Singapore Country Head, DBS Bank.

Together with the basic SAFRA membership card, all three cards will also feature a new vibrant design that represents SAFRA’s mission to build stronger bonds among the NSman community.

SAFRA currently has more than 500,000 members including NSmen and their families. Members enjoy access to a wide range of quality facilities at five SAFRA clubs island-wide. More than 1,900 activities are also organised annually to help members keep fit and spend quality time together.

For more information, kindly refer to the fact sheets at **Annex A**.

## **About SAFRA National Service Association**

SAFRA was formed in 1972 to provide for the social and recreational needs of NSmen and their families through quality sports, social, educational and cultural programmes to recognise NSmen for their contributions to National Defence.

SAFRA currently has a network of five clubs conveniently located in Jurong, Mount Faber, Tampines, Toa Payoh and Yishun. Complementing the modern facilities at SAFRA clubs is a host of quality membership benefits and activities specially packaged for over 500,000 members and their families.

## **About DBS**

### ***DBS - Living, Breathing Asia***

DBS is a leading financial services group in Asia, with over 250 branches across 16 markets. Headquartered and listed in Singapore, DBS has a growing presence in the three key Asian axes of growth: Greater China, Southeast Asia and South Asia. The bank's capital position, as well as "AA-" and "Aa1" credit ratings, is among the highest in Asia-Pacific. DBS has been recognised as "Asia's Best Bank" by The Banker, a member of the Financial Times group, and "Best Managed Bank in Asia-Pacific" by The Asian Banker. The bank has also been named "Safest Bank in Asia" by Global Finance for five consecutive years from 2009 to 2013.

DBS provides a full range of services in consumer, SME and corporate banking activities across Asia. As a bank born and bred in Asia, DBS also understands the intricacies of doing business in the region's most dynamic markets. These market insights and regional connectivity have helped to drive the bank's growth as it sets out to be the Asian bank of choice. DBS believes that building lasting relationships with its customers is an integral part of banking the Asian way.

For more information, please visit [www.dbs.com](http://www.dbs.com).

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Jointly issued by SAFRA and DBS Bank

**LAUNCH OF SAFRA & DBS BANK PARTNERSHIP  
SATURDAY, 30 NOVEMBER 2013**

**FACT SHEET**

**1 Introduction**

- 1.1 The SAFRA and DBS Bank partnership is built in the spirit of working together to recognise the contributions of NSmen towards National Defence.
- 1.2 The introduction of the SAFRA DBS credit and debit cards is aimed at extending more exclusive benefits and privileges to NSmen and their families to meet their lifestyle and lifestage needs. The initiative also offers greater convenience by having SAFRA membership benefits, credit/ debit, ATM, Contactless ePurse Application (CEPAS) and contactless payment functions all fused within these multi-functional cards. One single card to enjoy the best of both worlds and more.

**2 SAFRA Membership**

2.1 Eligibility Criteria

- 2.1.1 SAFRA membership is open to all Singapore Armed Forces (SAF) full-time national servicemen (NSFs), NSmen, SAF regulars, as well as their dependents.

Membership categories based on National Service status:	
<b>Ordinary A Membership</b>	For Operational Ready SAF NSmen and Full-Time National Servicemen (NSFs)
<b>Ordinary B Membership</b>	For former SAF NSmen* who have served their full NS liability in SAF until applicable statutory age of 50 years old for Officers and 40 years old for other ranks, and who have been discharged of NS liability
<b>Associate Membership</b>	For SAF Regulars/ Defence Executive Officers
<b>Dependent Membership</b>	For female spouse and children (aged 5 to 20 years old) of all membership categories, except NSFs.

\*Excluding NSmen transferred to the Singapore Civil Defence Force or Singapore Police Force.

- 2.1.2 The membership for dependants runs concurrently with the principal SAFRA membership - Ordinary A, Ordinary B or Associate. Its validity and related privileges shall lapse when the principal SAFRA member resigns or ceases to be a SAFRA member, or is suspended when his membership fee is outstanding. Dependent membership for children shall lapse when they reach 21 years old.

## 2.2 SAFRA Membership Card

2.2.1 NSmen and their families who meet the criteria of SAFRA membership are eligible for the SAFRA membership card.

2.2.2 SAFRA currently has more than 500,000 members. They enjoy a comprehensive suite of lifestyle benefits, including:

- Access to a wide range of quality facilities at five SAFRA clubs island-wide
- Special rates at more than 1,900 activities organised annually to help members keep fit and spend quality time together
- Special discounts and privileges at over 200 partnering merchants and 700 outlets island-wide.
- Complimentary legal information service, low premium insurance schemes and education sponsorships.

2.2.4 Come April 2014, the SAFRA membership card will feature a new vibrant design together with the new SAFRA credit and debit cards, representing SAFRA's mission to build stronger bonds among the NSman community. All SAFRA members can also look forward to better privileges in F&B and telco services.

2.2.5 Existing SAFRA members will have the option to retain the basic SAFRA membership card or apply for the new SAFRA DBS credit and debit cards to enjoy extended benefits and functionalities. More details on the application process will be available at a later date.

**SAFRA Membership Card**



**SAFRA DBS Credit Card**



**SAFRA DBS Debit Card**



### 3 SAFRA DBS Credit/ Debit Cards

#### 3.1 Eligibility Criteria

3.1.1 As the SAFRA DBS credit/ debit card is both a SAFRA membership card as well as a credit/ debit card, applicants must meet the eligibility criteria on both fronts.

SAFRA DBS Credit Card	SAFRA DBS Debit Card
<p><u>SAFRA membership</u></p> <p>The applicant must meet the eligibility criteria for SAFRA membership stated in Para 2.1</p> <p>Principal credit card – applicable only for Ordinary A, Ordinary B and Associate SAFRA members.</p> <p>Supplementary credit card – applicable for dependent SAFRA members.</p> <p><u>Annual Income</u></p> <p>Principal credit card – minimum gross annual income of S\$30,000 and above for the principal card.</p> <p>Supplementary credit card – No income qualification.</p> <p><u>Age</u></p> <p>Principal credit card – 21 years old and above.</p> <p>Supplementary credit card – 18 years old and above.</p>	<p><u>SAFRA membership</u></p> <p>The applicant must meet the eligibility criteria for SAFRA membership stated in Para 2.1. All categories of SAFRA membership are eligible.</p> <p><u>Annual Income</u></p> <p>No income qualification.</p> <p><u>Age</u></p> <p>Applicant has to be 16 years old and above.</p> <p><u>Banking Account</u></p> <p>The applicant is required to have a Current Account or Savings Account with DBS/ POSB.</p>

#### 3.2 Enhanced Benefits & Privileges

3.2.1 Leveraging on both SAFRA and DBS' network of partners, SAFRA members can now enjoy special discounts and privileges at over 1,700 merchant outlets island-wide with the two new cards. These include merchants covering a wide array of

products and services ranging from F&B, groceries and shopping to entertainment and travel. Cardholders can also expect more exclusive lifestyle privileges to be introduced at a later date

- 3.2.2 Both cards will also provide greater convenience with multiple functionalities such as ATM, Contactless ePurse Application (CEPAS) and contactless payment features to enable electronic payments for public transport services as well as retail purchases at participating outlets.

#### **4 Applications**

- 4.1 Applications for the new cards will open early next year and NSmen and their families can expect to receive them from April 2014.