



**Award Submission for:**  
**Shorty Impact Awards**



The  
**IMPACT  
BEYOND**  
Summit

The Future of Ageing in Asia



**DBS Foundation**

## **The Impact Beyond Summit**

*Reimagining Ageing:  
From A Spark Within to  
Impact Beyond*

# **DBS Foundation Impact Beyond Summit** *The Future of Ageing in Asia*

The inaugural **DBS Foundation Impact Beyond Summit** was held on 11 November 2024 at a decommissioned power station formerly known as "Pasir Panjang Power Station B". This historic landmark was reimagined for the event, embodying our mission to redefine ageing and the belief that even familiar, established structures can be re-energised with new purpose.

Over 300 business leaders, longevity experts, and social sector representatives joined and heard from luminaries like President Tharman Shanmugaratnam, Ex-DBS CEO Piyush Gupta, Dan Buettner of Blue Zones fame, Professor John Eu-Li Wong of National University of Singapore & National University Health System, amongst other leading voices.

Lifespans on average may have increased today, but the real challenge – and goal – lies in improving “living spans” too, i.e. narrowing the gap between life spans and health spans, ensuring more years of good health and vitality. By driving community initiatives, forging public-private partnerships, and empowering social enterprises, DBS Foundation aims to help shape a future where everyone – regardless of age or circumstance – can age well.



# EVENT SPACE



Formerly a power station, this old soul in Pasir Panjang has been REIMAGINED and REVITALISED.

Today, it is the largest virtual movie studio for in SE Asia, for film makers around the world.





EVENT SPACE

REDEFINE  
THE WRINKLES,  
SCARS AND  
CREASES  
OF AGEING.



ARE YOU  
READY TO  
SPARK CHANGE?





# EVENT SPACE

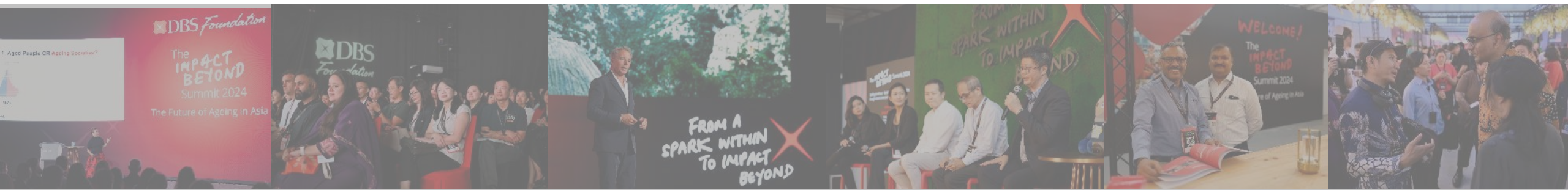




# DBS Foundation - The Impact Beyond Summit

Reimagining Ageing: From A Spark Within to Impact Beyond

- 1 Highlight issues Asia's ageing societies face and emphasise the need for collaboration in tackling them so that everyone can age with purpose, dignity and joy.**  
*The summit highlighted the importance of changing mindsets – viewing ageing not from a lens of deficit, but an opportunity–, where older adults can actively contribute to communities and economies.*
- 2 Redefine narrative and change mindsets on ageing**  
*Living longer is not just about physical health—mental, emotional, financial, and social health are equally important. To ensure a sustainable future, we must create environments that support well-being at every stage of life, enabling people to stay engaged and active in society.*
- 3 Catalyse social impact by rallying business, policy makers, industry leaders and community partners in the region to spark ideas and long-term solutions for ageing societies.**  
*Convened 300+ cross-sector, cross-border leaders (policy makers, businesses, Businesses for Impact, academics) to co-create solutions and surface new ideas for systemic impact.*





# DBS Foundation Impact Beyond Summit 2024

## 10 Event Highlights

**1 Iconic Venue** Held at a decommissioned power station formerly known as “Pasir Panjang Power Station B”, this historic landmark was revitalised for the summit, embodying our mission to redefine ageing narratives!

**2 Leaders, One Vision** President of the Republic of Singapore, Tharman Shanmugaratnam, and former DBS CEO Piyush Gupta discussed what it takes to shape a society that embraces ageing with dignity and purpose.

**300 Change Makers In Action** 300 passionate policy makers, business leaders, and community heroes lit up the room with bold and bright ideas.

**4 Impact Breakouts** These sessions tackled the pressing issues of an ageing society and developed brilliant ideas that will turn the tide of the silver tsunami.

**5 Areas of Longevity Solution** Changemakers at the summit drove impactful discussion on ageing solutions, embodying the DBS Foundation Impact Beyond Award’s five innovation pillars.

**6 Markets of Impact** DBS Foundation is making waves in six key Asian markets, with ageing at the heart of it all.

**700 Cups of Connection** 700 “Impact Brews” served by social enterprise Bettr Barista kept the ideas brewing all day long.

**8 Million-dollar Mission** S\$88M committed to uplift lives and build resilience across Asia.

**9 Power Principles** Nine actionable tips inspired by longevity research to redefine ageing that everyone can apply to their lives!

**10 Years of Impact** To make this milestone, we recognised 10 DBS Foundation Honourees who have been with us on this journey, and gone on to build better and brighter tomorrows for all.





# DBS Foundation - The Impact Beyond Summit

Compelling Agenda to Incite Conversation & Action

Main Agenda	Speakers
<b>Welcome Speech:</b> <i>Ageing as a problem or Longevity as an Opportunity</i>	<b>Karen Ngui, Head DBS Foundation</b>
<b>Keynote Speech</b> <i>The Blue Zones: The Next Frontier of Longevity</i>	<b>Dan Buettner, Longevity Researcher and Founder of The Blue Zones LLC, National Geographic Fellow</b>
<b>Plenary 1: How can we leverage technology and innovation to improve healthspans?</b>  <i>As we navigate an age defined by rapid technological advancement, the potential to enhance healthspans—the period of life spent in good health—has never been greater. This talk will explore how innovative technologies can be harnessed to not only extend lifespan but also improve quality of life.</i>	<ul style="list-style-type: none"><li>• <b>Moderator:</b> Dr Eugene Hong, Executive Director, Head Pharmaceuticals and Healthcare at DBS Bank</li><li>• <b>Gillian Tee</b>, Founder, Homage</li><li>• <b>Chik Wai Chiew</b>, CEO, Heritas Capital</li><li>• <b>Nathaniel Farouz</b>, Managing Director, Senior Living at Keppel</li><li>• <b>Dr Mary Ann Tsao</b>, Chairman and Founding Director of the Tsao Foundation</li></ul>
<b>Breakout Session 1</b>  <b>Session 1A)</b> <i>Tackling loneliness: building stronger communities through social connections</i>          <b>Session 1B)</b> <i>Recipe for longevity: the impact of nutrition and food security on ageing</i>	<p><b>Session 1A:</b></p> <ul style="list-style-type: none"><li>• <b>Moderator:</b> Jacqueline Lim, Managing Director, Consumer Banking Group SG – COO Office at DBS</li><li>• <b>Dr Kelvin Tan</b>, Head, Minor in Applied Ageing Studies programme, SUSS</li><li>• <b>Nadine Maurellet</b>, Founder and CEO, Eden Retirement Lifestyle Management</li><li>• <b>Associate Professor Fung John Chye</b>, Co-Director, Centre for Environment and Ageing Well (ENgAGE)</li><li>• <b>Chern Siang Jye</b>, Assistant CEO, Agency for Integrated Care (AIC)</li></ul> <p><b>Session 1B:</b></p> <ul style="list-style-type: none"><li>• <b>Moderator:</b> Fiona Chan, Executive Director, Consumer Banking Group at DBS</li><li>• <b>Queenie Man</b>, Founder &amp; CEO, The Project Futurus and Captain Softmeal</li><li>• <b>Sylwin Angdrew</b>, General Manager, Ageing Asia Alliance</li><li>• <b>Anna Lim</b>, Senior Manager, Health Promotion Board (HPB)</li></ul>

# DBS Foundation - The Impact Beyond Summit

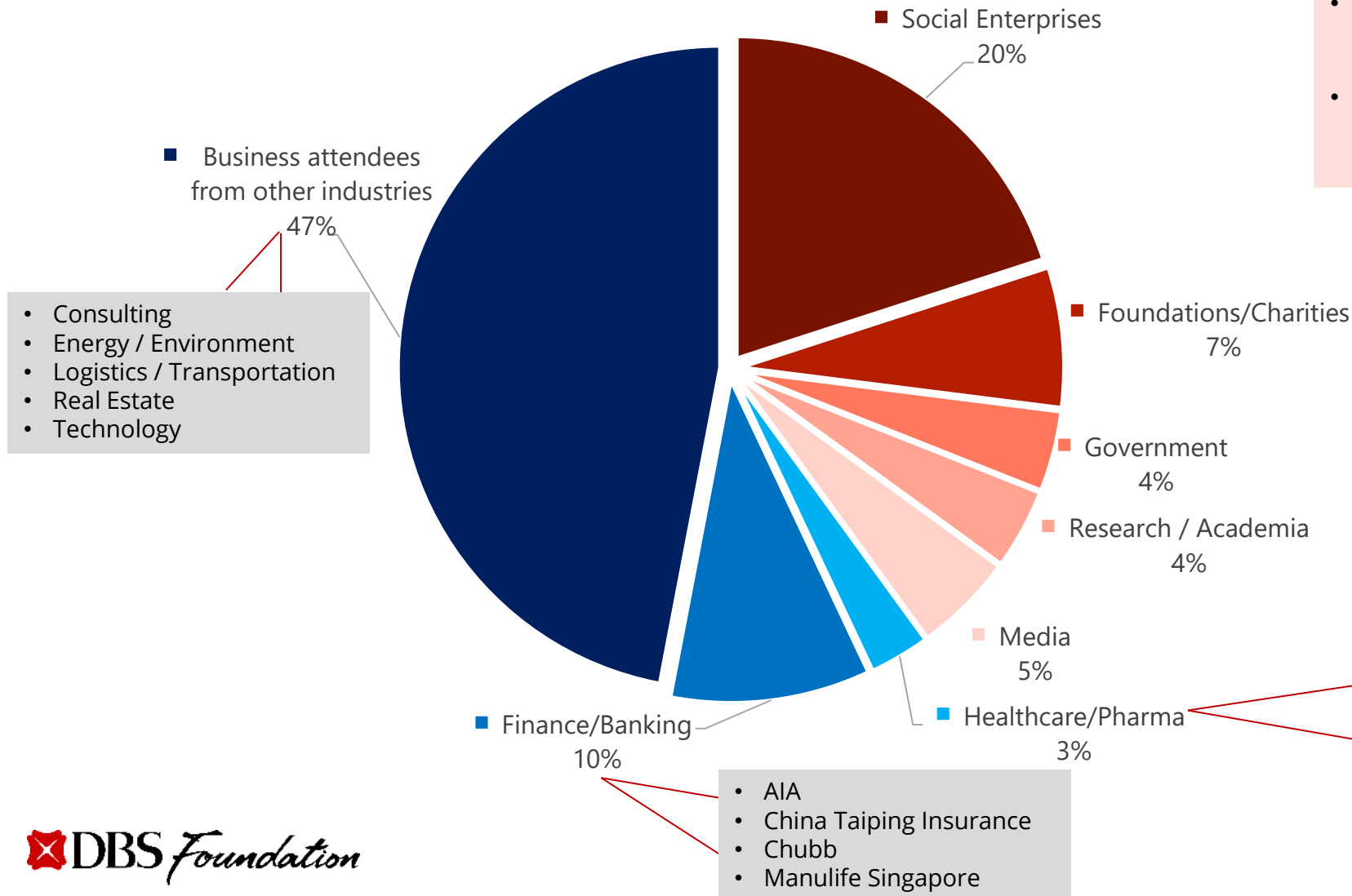
## Compelling Agenda to Incite Conversation & Action

Main Agenda	Speakers
<b>Recognising the DBS Foundation Honourees</b> <i>Showcased and honoured our collaboration with 10 extraordinary partners over the past decade. These trailblazers from across Asia have touched millions of lives, uplifting the future of vulnerable and marginalised communities with their groundbreaking solutions.</i>	
<b>Plenary 2: Changing mindsets...How can we challenge the stereotypes of growing old?</b> <i>Learn how we all can play a role in redefining what it means to grow old and inspire both younger and older generations to challenge preconceived notions and create a future where aging is viewed as an opportunity for growth.</i>	<ul style="list-style-type: none"><li>• <b>Moderator:</b> Han Kwee Juan, Singapore Country Head, DBS</li><li>• <b>Dan Buettner</b>, Longevity Researcher and Founder of The Blue Zones LLC, National Geographic Fellow</li><li>• <b>Tham Loke Kheng</b>, CEO, Mediacorp</li><li>• <b>Professor John Wong</b>, Executive Director of NUS Centre for Population Health and Co-Chair of the Health District@Queenstown Steering Committee</li></ul>
<b>Breakout Session 2</b>  <b>Session 2A:</b> <i>Wealth is Health... True or False?</i>  <b>Session 2B:</b> <i>An ageing workforce - Boom or bust for business?</i>	<b>Session 2A:</b> <ul style="list-style-type: none"><li>• <b>Moderator:</b> Lorna Tan, DBS Consumer Banking Group</li><li>• Peace Wong, Chief Officer, HKCSS (HK)</li><li>• Aniket Doegar, Founder, Haqdarshak (IN)</li><li>• Haleh Nazeri, Lead, Longevity Economy (Centre of Financial &amp; Monetary Systems), World Economic Forum (U.S)</li></ul> <b>Session 2B:</b> <ul style="list-style-type: none"><li>• <b>Moderator:</b> Timothy Wong, Head of Group Research, DBS Bank</li><li>• Victor Seah Yuan Zhi, Director, Behavioural Insights CoE, SUSS</li><li>• Karen Wee, Executive Director, Lions Befrienders</li><li>• Atul Satija, Founder &amp; CEO, The/Nudge</li></ul>
<b>Closing Fireside Chat with President Tharman Shanmugaratnam and DBS CEO Piyush Gupta</b>  <i>How can people, public and private sectors can play in coming together to build more inclusive, resilient societies in the face of this massive demographic shift</i>	<ul style="list-style-type: none"><li>• <b>President of Singapore Tharman Shanmugaratnam</b></li><li>• <b>Ex DBS CEO Piyush Gupta</b></li></ul>



# DBS Foundation - The Impact Beyond Summit

## Galvanising the Ecosystem



### Highlights:

- **Strong turnout representing significant interest and willingness to collaborate for change** – over 50% attendees were DBS business clients, which also reflects our One-Bank approach to driving this
- **One-third of the attendees were decision-makers (C-level)**
- **Diverse industries** – Healthcare, Foundation, Insurance, Real Estate etc.

- Foundations/Charities (7%) entities:**
- Golden Life Foundation
  - NguyenPhuong Family Foundation
  - Tsao Foundation
  - Whole Tree Foundation

- Healthcare/Pharma (3%) entities:**
- ECON Healthcare
  - Health Management International
  - NTUC Health

The  
**IMPACT  
BEYOND**  
Summit

The Future of Ageing in Asia

**PUBLICITY & COMMUNICATIONS**



# Redefining ageing and driving conversations across Asia

1

Signalled our stance & commitment to redefining ageing through **curtain-raisers** prior to the **Summit** – building our voice early on across key media in Singapore

THE STRAITS TIMES  
DBS Foundation marks 10 years with a mission to reshape conversation around ageing



He creates co-living communities to help older S'pore residents fight loneliness

Red Crowns Seniors Living apartments give seniors more flexibility and autonomy over their living and care arrangements

义工给予一对一指导  
至今，星展基金会已举办了超过680场数码教育活动，让超过13万人受益，超出了原定目标。其中，九场歌台活动吸引了超过3400人参与。

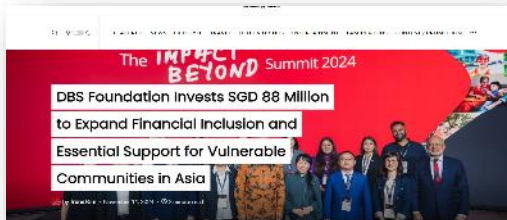


Businesses can help tap opportunities in an ageing society: Researcher



2

Drove this message across our key markets via a **regional press trip**, granting invited media access to the **Summit & DBSF's impact ecosystem** (e.g. our grantees, partners) – sparking attention and interest beyond local shores, positioning DBSF & Singapore as leading players in this space, and ensuring DBSF's narrative was well-conveyed in all stories



Inside DBS Foundation's Next Decade of "Doing Well by Doing Good"

India is one of the six key regions for the foundation of DBS Bank, which has a renewed strategy for supporting social entrepreneurs and vulnerable communities, including a commitment of investing up to S\$1 billion over the next 10 years

老年人如何融入社会？新加坡办了一场峰会来探讨老龄化

牙口不好也能吃红龟粿！新加坡「全面乐龄」助力高龄生态圈，扩大社企为长者创新应用



All in, summit coverage & announcement secured >190 media stories across the region

# Post-Summit Content

Total	# (as of 9 Jan, 10am)
Posts	69
Reach	1.64M
Engagements	30.7K
Engagement rate	2.1%
Watch time (min)	535.2K
Video views	1.4M

## Top performers

### Statics

ER (49.4%)  
“Breakout takeaways”  
DBSF LI

Engagements (8.02K)  
“Breakout takeaways”  
DBS (SG) FB

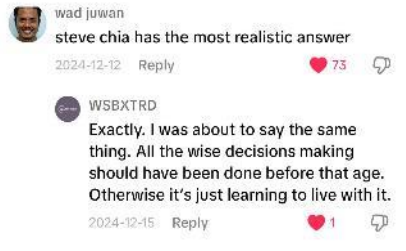
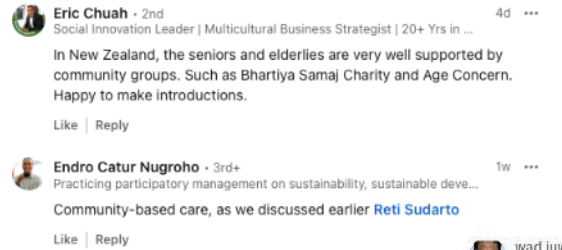
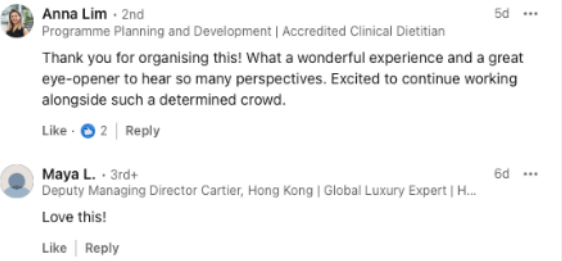
### Videos

ER (37.4%)  
“President x Piyush”  
DBSF LI

Views (297.8K)  
“Advice to younger self”  
DBS TT



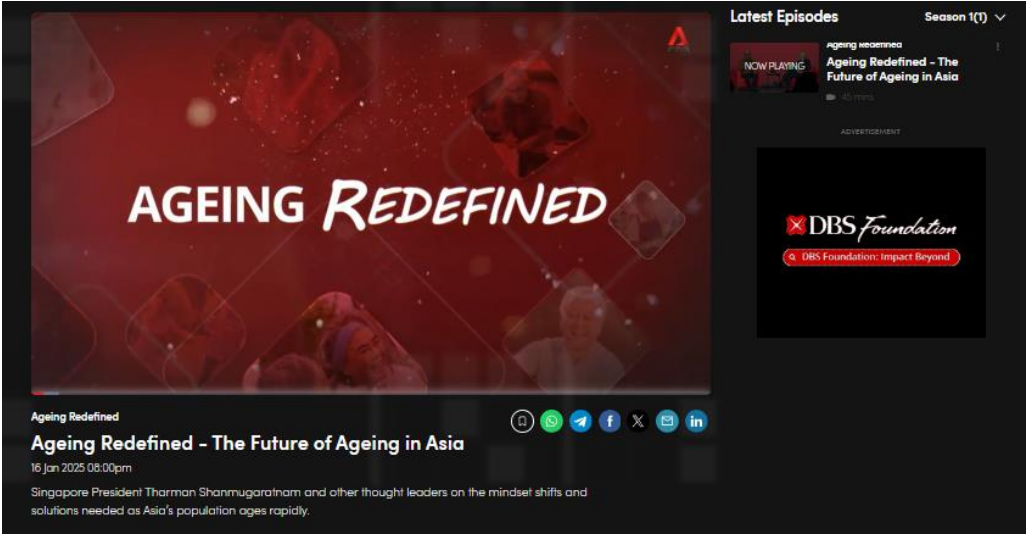
## Engaged audiences contributing to the conversation





# Post-Summit Content

## Ageing Redefined – 46 min programme on CNA

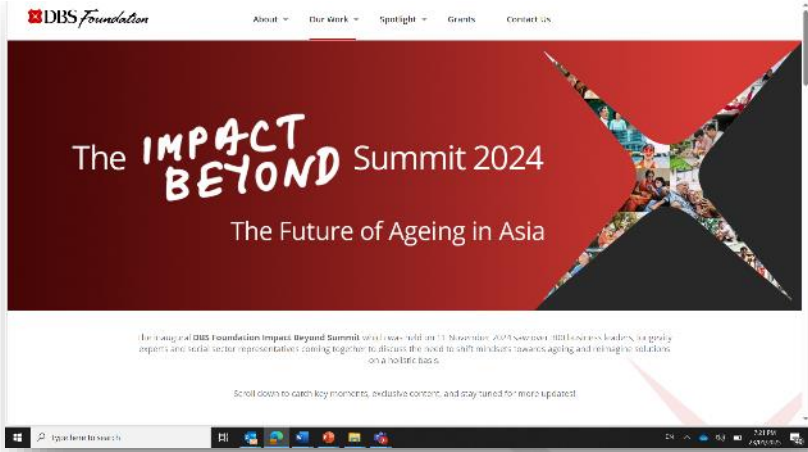


[Ageing Redefined - The Future of Ageing in Asia - CNA](#)

## Post-Summit Report



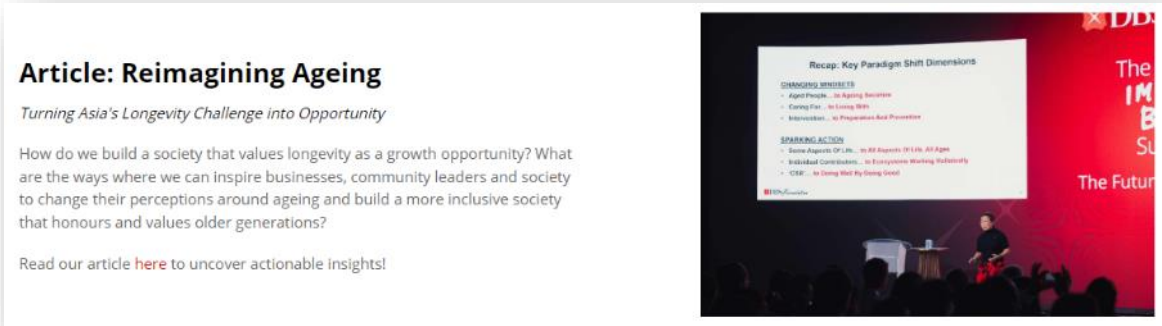
## Post-Summit Website



- Event photo gallery
- Article on Ageing
- Video highlights

[Events | DBS Foundation](#)

## Article on event webpage



## Summit Post-event Page Traction (1 month)

Total users: 1,456  
Views: 1,595  
Engagements: 301  
75% scroll depth: 123

Other event pages (monthly average):

### Wealth Symposium (invite only)

Total users: 1, 831  
Views: 5,387  
Engagements: 1,549  
75% scroll depth: 539

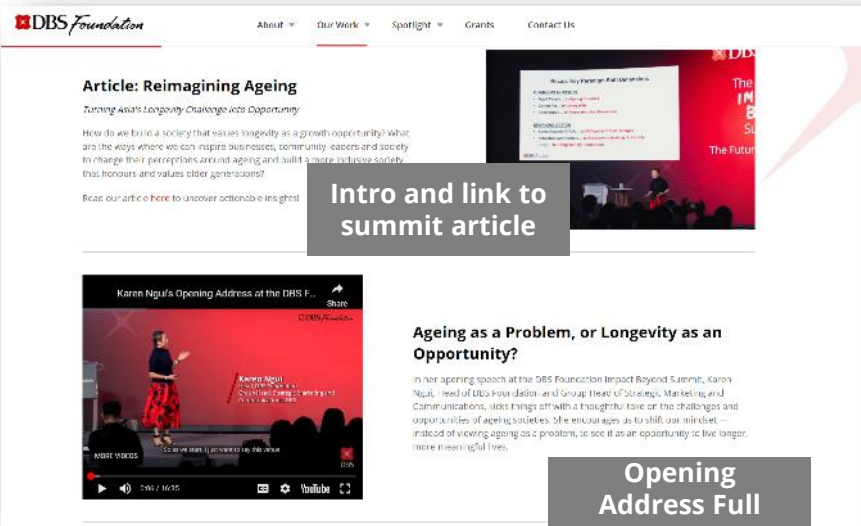
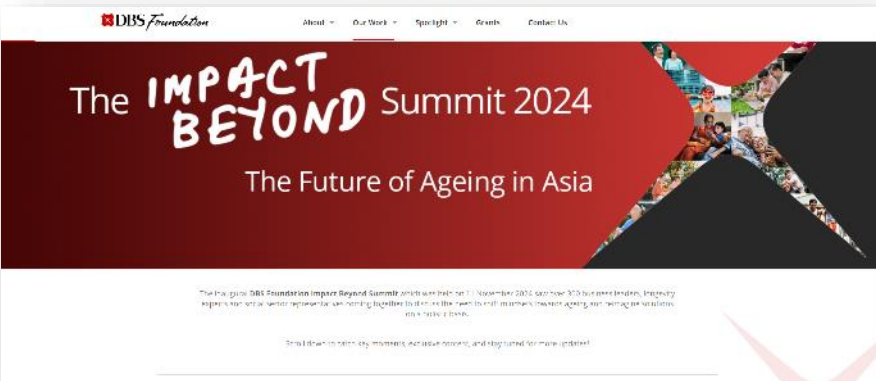
### POSB Kids Run (mass)

Users: 40,331  
Views: 55,009  
Engagements: 16, 667  
75% scroll depth: 2,583

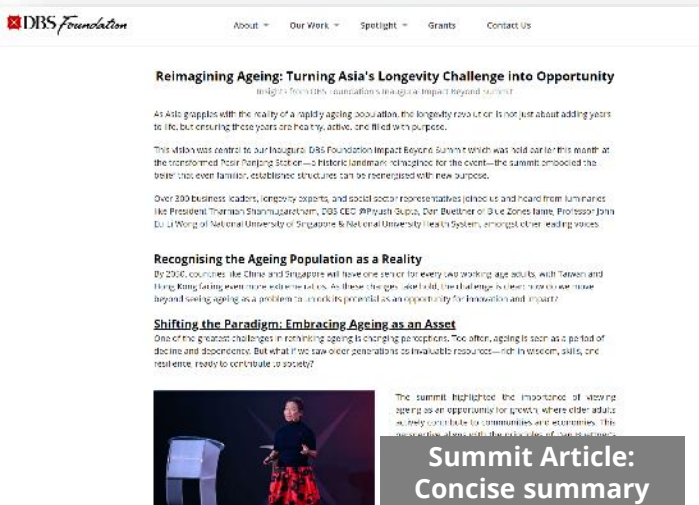
\*Engagements defined as button clicks,  
downloads, videos played

# Post-event website

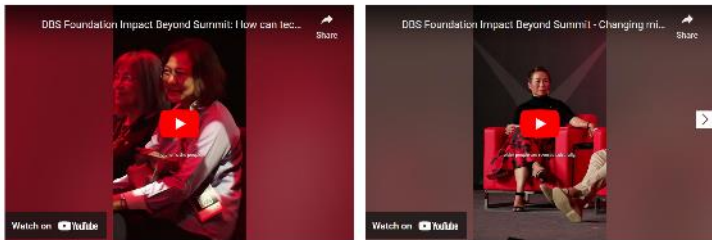
Events | DBS Foundation



Opening  
Address Full  
Recap



### Video Gallery



### Photo Gallery

Collection of videos &  
photographs from the  
summit





The  
**IMPACT  
BEYOND**

Dialogue



# Impact Beyond Dialogues – 2025 Highlights

Inspired by the success of the inaugural SG edition (Sept 2024), DBSF rolled these out across its key markets in Asia

Proven Platform for Advocacy and Ecosystem Impact

## 1. Deepened advocacy

Catalysed mindset shifts and redefined the ageing narrative, amplified by top-tier partners like CNN and strong public-private representation

## 2. Catalysed regional ecosystem engagement

Convened **890+ cross-sector leaders** (policy makers, businesses, Businesses for Impact, academics) to co-create solutions and surface new ideas for systemic impact

## 2. Fostered innovation & partnerships

Sparked new connections and collab opportunities for DBS, DBSF, and the partners we support – e.g. through these dialogue events, we showcased around 50 purpose-driven enterprises with potential for scale

## 4. Amplified these conversations through media

- >270 earned media mentions across local and international platforms
- Achieved ~7 million total reach and 460K+ engagements

### 6 Dialogues in the region from Jan - July 2025

26 Mar

China



15 Apr

Taiwan



29 Apr

Hong Kong



29 May

Singapore



2 Jun

Indonesia



8 July

China - Singapore





# CN: Impact Beyond Dialogue

*Exploring Cross-Border Opportunities in the Silver Economy*

## A close-door roundtable between SG & CN Government

### In-depth exchange between Singapore Deputy Prime Minister and leading Chinese Tech Companies in the Ageing space

#### • *Illustrious line-up of Speakers / Attendees:*

- Former SG Deputy Prime Minister Heng Swee Keat
- SG Ambassador Peter Tan
- Reps from IMDA, EDB, ESG, National Research Foundation
- DBS China CEO Ginger
- DBS China & DBSF reps
- Leading Chinese tech companies in the ageing innovation ecosystem



## Catalysing Business Opportunities



### DBSF served as a convenor and enabler of impact-driven business

- DBSF played a key role in connecting public and private sectors to shape ageing solutions
- Reinforced understanding that ageing is an opportunity to restructure the silver economy value chain

### Fostering bilateral business exchange

- Continue to facilitate discussions on expanding Chinese companies' footprint in ageing markets in the region at the CH-SG Dialogue in Singapore in July.

## *Transformative Opportunities in the Super-Aging Era: Mindset Shift × Innovative Solutions × A Resilient Future*

### *Innovation for an Aging World: Cross-Sector Solutions in Action*

**Panel discussion with ecosystem partners across sectors, including government, non-profits, businesses and media**

- **Rethink Ageing:** Spark mindset shift that ageing is a systematic change which requires preparing for all aspects
- **Co-Creating a Resilient Future:** Industry leaders share how they see the opportunities of longevity society and highlight how to leverage cross-sector collaboration to expand impact



### *Galvanising the Ecosystem*

**>180 Impact Makers and ecosystem partners, including DBS clients, policy makers, businesses, NPOs and media**



**Showcased 9 social enterprises (SEs) & small-medium enterprises (SMEs), including DBSF Grantees (SEs/SMEs that received a grant from us) and programme partners with innovative solutions for longevity**





## *Bridging Borders for a Healthier Future*

**Panel discussion featuring DBSF, policymaker from HK gov., social sector leaders, DBS healthcare segment head, and DBSF China grantee**

- Highlighted foresight on longevity opportunities in HK and GBA
- Focused on cross-sector collaboration in response to the increasing cross-border connectivity and the emergence of silver economy



## **DBSF's support to Businesses for Impact**

- **3 DBSF grantees** introduced their businesses on the stage and had their showcase booths on-site
- **16 other social enterprises** (which graduated from a capacity-building programme DBSF organised) showcased their products and services at designated booths



## *Catalysing Ecosystem Change*

**200+ cross-sector participants** including DBS HK clients & partners, policymakers, social entrepreneurs, academics, NGO representatives, and other corporates



# SG: Impact Beyond Dialogue

*Unlocking Opportunities through AI and Innovation*

## Compelling Agenda to Incite Conversation & Action

- **Panel Discussions led by DBS + DBSF seniors, featuring visionary social enterprises & industry leaders**
  - **Brought strategic insights:** revolving on Ageing & AI Innovation and deepening DBS + DBSF integration
  - **Bridged business and impact communities:** 4x Impact Award Winners and DBS experts weighed in on implications to businesses and communities



## ➤ Unveiling our Impact Award Winners!

- **Brought impact to life:** winners took the stage and with Ted-style talks to share their bold ideas and impact
- **Fostered Industry Connections:** provided winners showcases where attendees could interact and experience their work up close



## Strong Business interest & Partnership

**>200 Business Leaders and Impact Makers** from various industries like finance, healthcare, real estate etc. showed up; **over 50% of corporates in attendance are DBS clients.**





# ID: Impact Beyond Dialogue

*Future-Proofing Indonesia: From Demographic Bonus to Ageing Readiness*

## Shaping the Future of Aging with ID CNN

- **Panel Discussion moderated by CNN ID Director & Senior Anchor, featuring DBSF Head, DBSI CEO, Deputy Health Minister of Indonesia, Corporate Leaders in Health and Transportation sector, experts and an influencer.**

- **Objectives:** Start conversations on ageing society, which isn't yet top of mind in Indo
- **Key discussion topics:** demographic shift from a young to ageing population, challenges and opportunities, and the need to embrace the silver economy's potential

- **IBD was recorded on CNN ID studio and aired on CNN ID TV for "The Big Idea Forum" on 12 June 2025 at 9.30-11.00 am.**

### Blocking Time



IBD is also amplified on social media channels of CNN, KOL, & DBSF partners,



Raymond Chin  
IG Reels

## Building the Impact Economy Together

- **VIP guests: DBS customers, DBSF partners and more were invited to meet the speakers and view the show at CNN studio.**

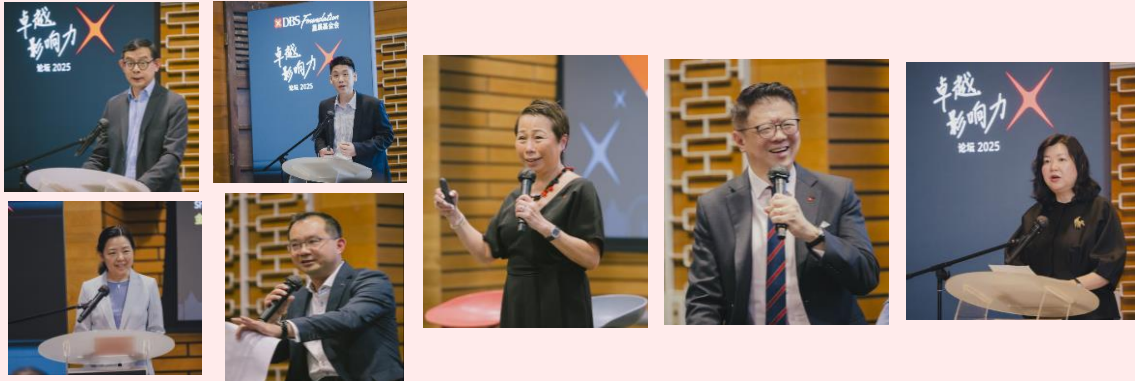


# CN & SG: Impact Beyond Dialogue

*Golden Years, Golden Opportunities: Shanghai-Singapore Innovation for a New Silver Economy*

## FIRST Cross-border IB Dialogue to Reimagine Ageing

- **>60 Business Leaders, Academic Experts and Policy Makers** from China and Singapore exchanged learnings and best practices to reimagine ageing; underscored the importance of mindset change and cross-border collaboration



- **Elevated cross-border collaboration on longevity and the emerging silver economy between DBSF partners, including innovative social enterprises, with Chinese industry players**



## Powering Change for Ageing Futures

### Panel Discussions sparked key conversations:

- Explored opportunities in the real estate, finance and consumer industries and ways Singapore and China could collaborate to leverage respective strengths
- Discussions on how technology & innovation can unlock new solutions for the silver economy





# Supporting URLs

1. <https://www.dbs.com/foundation/post-summit-2024.html>
2. [https://www.dbs.com/iwov-resources/images/foundation/microsite/pdf/post/DBS Foundation Impact Beyond Summit report design 2702b.pdf](https://www.dbs.com/iwov-resources/images/foundation/microsite/pdf/post/DBS_Foundation_Impact_Beyond_Summit_report_design_2702b.pdf)
3. [DBS Foundation launches new "Impact Beyond Award" to scale innovative solutions that address longevity needs of ageing societies](#)
4. [DBS Foundation's inaugural "GBA Impact Beyond Dialogue 2025" to explore the future of an ageing society](#)
5. [From Shanghai to Singapore: DBS Foundation drives cross-border innovation for ageing solutions](#)
6. [Indonesia's elderly to surpass 20% by 2045, DBS Foundation hosts 'Impact Beyond Dialogue' to boost readiness for ageing society](#)

# Supporting Videos

1. [Highlights from the DBS Foundation Impact Beyond Summit](#)
2. [Karen Ngui's Opening Address at the DBS Foundation Impact Beyond Summit](#)
3. [DBS Foundation Impact Beyond Summit: How can we challenge the stereotypes of growing old?](#)
4. [How can Singapore thrive as an ageing society? Hear from Professor John Wong](#)
5. [DBS Foundation Impact Beyond Dialogue](#)
6. [Key Conversation Highlights from the DBS Foundation Impact Beyond Dialogue in Singapore](#)





Established in 2014, DBS Foundation is committed to uplifting lives and livelihoods of those in need. It provides essential needs to the underprivileged, and fosters inclusion by equipping the underserved with financial and digital literacy skills. It also nurtures innovative social enterprises that create positive impact. It aims to bring hope to those with less today, so no one is left behind and we can all face the future with confidence.

In 2024, DBS committed up to SGD 1 billion dollars over the next decade to support vulnerable communities. It also pledged to contribute 1.5 million employee volunteer hours over the same period.

Together with an ecosystem of like-minded partners, DBS Foundation seeks to create impact that goes beyond banking, beyond borders, and beyond generations.

