

THE ACCLAIM TIMES

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Celebrating 40 Years of Acclaim

31 August 2023 was a date to be remembered by all who had attended the Acclaim 40th Anniversary Gala Dinner. It marks a significant milestone for Acclaim as we celebrate 40 years of founding since 1983.

The event demonstrated how Acclaim had extended beyond Singapore's shore with over 70 guests from our overseas network offices across 19 countries amongst many other business partners and guests.

Held at the Conrad Centennial Singapore, the evening had a series of carefully curated activities that displayed Acclaim's achievements and what we stand for as a company, infused with great entertainment.



From left to right: Mr Tony Lim, Mr Anthony Lim

Mission Possible

An opening act by talented violinist, Calista Tan, a member of the Singapore National Youth Orchestra, entertained guests with the theme song from "Mission Impossible" that ended with a montage featuring "Mission Possible" to signify Acclaim's 40 years journey and beyond. Calista was featured as part of Acclaim's effort to promote up and coming talented youths.

A welcome speech was given by our Founder and Executive Chairman, Mr Anthony Lim where he shared his 40 years journey on how Acclaim had grown just like the progress Singapore had made from a third world to a first world. Followed by a speech by our CEO and Managing Director, Mr Tony Lim giving recognition and thanking our team members for their commitment, contribution and in making Acclaim uniquely different among our peers.



A ballroom filled with guests across 19 countries



Celebrating Our Team

This event is a celebration of our team members' contributions with many who have been with the company for more than 20 years with a few exceeding 30 years. As a professional firm with a strong family culture, it has enabled Acclaim to deliver consistent quality services, an Acclaim Hallmark, serving long term clients with the longest at 40 years and going.



Acclaim staff were being appreciated for their contributions

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CELEBRATING 40 YEARS -



1983 to 1990s

Acclaim was Founded. Some parts of Acclaim's early years were spent at **Acclaim House** on Tras Street, amongst a row of colonial-era shophouses which served as centres of business cum homes for residents of 19th century Singapore.

2000s

Acclaim Global Network (AGN) has its humble beginning in the early 2000s and had evolved into global organisations run and managed by professional corporate offices with industry global specialty practices, service standards and tools. The main modus operandi of AGN is to service the needs of multinational clients and not to just to plant a flag in each country. This fundamental approach distinguishes AGN from that of others where multinational clients get swift responsive and quality services regardless of the size of the overseas operations.

AGN comprises 3 global organisations namely, Assurex Global, Brokerslink and GBN that span 140+ countries with over 500 offices and is considered the most extensive in capabilities. Many of our network partners are ranked top 10 in the respective countries where they are domiciled.

Brokerslink

Assurex
GLOBAL

GBN

2012

With constant changing risks and insurance landscape, it is vital that our clients receive specialist advice to help them deal with specific and emerging risks. This requires focus and specialisation.

Thus, the **Acclaim Specialty Practice** was established to offer our clients expert advice in respective subject matters. As it is no longer sufficient to just value-add with prompt services but the need to create value to support our clients in their strategic growth plans.

The practices that were established include: Marine, Employee Benefits, Financial Lines, Construction, Client Management, Claims Consultancy and Management.

2004

Acclaim's launches its First **Training Day!** Training Day serves as a platform for the management and leaders to share key messages, performance of the organisation and team bonding for the Acclaim family. It has become a tradition and iconic event that all Acclaim staff look forward to every year in setting of new goals and targets. Training Days are closed with great celebration of social activities with good food and drinks.



“The founding of specialty practice enables Acclaim to assess a client's exposure to risk on a holistic level, yet also going deep into each practices of insurance, hence becoming a broker of choice”

2011



Mr Tony Lim joined as a shareholder and CEO of Acclaim after having worked with some of the largest global insurance brokers for more than 20 years in senior positions.

2014



A strategic milestone for Acclaim. Under the Mitsubishi Group of Companies, **MST Insurance Service Co Ltd** partnered with Acclaim to establish a Japanese Desk sitting in Singapore, Acclaim's office.

MST Insurance Co is also one of the largest in Japan having a long-term relationship with MUFG Bank Limited. Through this partnership, many MUFG Bank's clients both Japanese and Singaporean, have trusted their insurance policies to Acclaim/MST.

KEY MILESTONES



2018

The **Acclaim Education Fund** was launched during our **35th Anniversary** gala dinner celebration. The AEF was refreshed with a new ethos: **Purpose Beyond Profit**.

In 2023, the AEF is extended to students from Singapore Management University and Singapore Institute of Technology

2019

Think Different Day was launched in line with Singapore's National Day celebrations. Think Different Day is a day where colleagues come together to celebrate our achievements, but more importantly reflect on how this success was built and how we can improve and multiply these successes by doing things differently.

In conjunction with Think Different Day, the **Acclaim Living Room** was launched on 2nd August in the same year.



2021

Acclaim is the 1st Corporate Risk and Insurance Consulting Firm to be a winner since the inauguration of **Enterprise 50 (E50) Awards**. The E50 Awards, established in 1995, seek to recognise the 50 most enterprising local, privately-held companies who have contributed to the economic development of Singapore, both locally and abroad.

At the same time, Acclaim was featured on the Business Times in Singapore.



2022

Acclaim launched a **rebranding exercise** to rejuvenate its brand being brighter and stronger than ever before.



“This exercise alleviates the brand to give clients a stronger Acclaim that is ready to serve our clients’ global needs better”

Purpose Beyond Profit

The Acclaim Education Fund was featured, as Acclaim believes that all organisations need to have a purpose beyond just profits. This Fund was set up in 2018 where Acclaim committed \$1 million to support volunteers of Heartware, a youth charity body, for youths who are in need of financial assistance to pursue their tertiary education.

We have since extended our reach by working directly with tertiary institutions such as Singapore Management University and Singapore Institute of Technology.

Through Acclaim- 40th Anniversary Gala Dinner, we are very grateful for the strong support from our business partners and associates that we have enabled us to raise more than S\$60,000, beyond our goal of S\$40,000.



Acclaim Management giving a toast - Left to right: Ms Jennifer Chiow, Mr Anthony Lim, Mr Tony Lim, Mr Robert Tan

A joyous occasion to celebrate : a toast of thanks to industry partners



Faces of Insurance

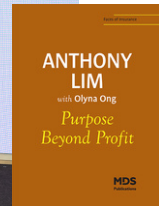
A book launch titled “Faces of Insurance” was initiated by the Founder and Chairman of Brokerslink and CEO of MDS Group (one of the largest brokers in Brazil, Europe and Africa), Jose Manuel Fonseca.

Faces of Insurance, a publication by MDS Group, features insurance leaders across the globe who had made a mark in and contributed to the insurance industry. This book is the 7th series showcasing Mr Anthony Lim, the first in Asia to be featured.

This book launch has great significance on Acclaim’s 40th Anniversary reaffirming Anthony’s courage and vision when he started the company in 1983.



Faces of Insurance Book Launch. Left to right: Mr Anthony Lim, Mr José Fonseca



The closing act has even greater meaning with Mr Anthony Lim sharing about the challenges that we all face in our life’s journey, and we sometimes hope that we can have one day more.

With this, Anthony in conjunction with the New Life Singers (a highly talented musical ensemble who had performed at the Mosaic Festival, the Youth Olympics, and more). Led by Miss Olyna Ong, sang the rendition of “One Day More” from the musical “Les Miserables”.

The New Life Singers went on to captivate the audience with another 3 songs - “Stars”, “Do You Hear the People Sing” and a spectacular duet of “The Prayer” written by David Foster.

The performance instilled hope for not just Acclaim, but also attendees of the gala dinner.

“I must say that the Gala Dinner was indeed a great event, and one of the best corporate dinners I’ve attended throughout my career. My colleague and I were truly impressed by every single aspect of how the event was put together...”

Industry Business Partner

The Shareholders and Management of Acclaim thank God, our Lord Jesus Christ from whom all blessings flow for the last 40 years and look to Him for grace and goodness for more years to come.

“Unless the Lord builds the house, they labour in vain who built it.”

Psalms 127:1