

Senior Living

A New Initiative

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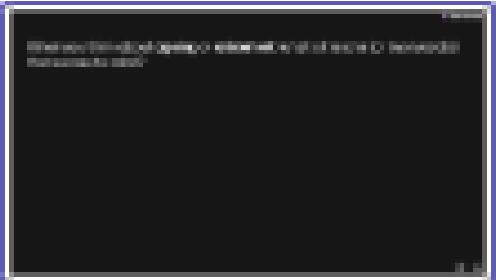
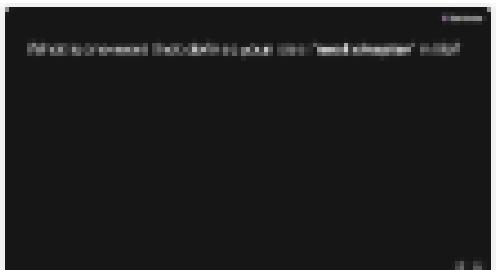
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Mentimeter

When you think about **ageing** or **retirement**, what is the one (or two) word(s) that comes to mind?

financial freedom
stressful worried
continue learning
meaningful activities
spiritual wellbeing
good health slow paced life
fun in enjoyment contended
stay alone meaningful
meaningful
end of life
health and wellbeing
yoga
wiser
learning
comfortably
activities
significance
happiness
traveling
legacy
ageing with grace
love grandchildren
slowdown
active ageing
freedom from work stress
enjoy leisure activities
enjoy n experience life

Choose a slide to present



What we observe

The modern seniors are rewriting the script of ageing



Rising digital adoption

85% of seniors in OECD countries are now internet users
(OECD: Internet Users By Age 2024)



Growth in lifelong learning and community participation

>55% of senior adults are actively engaging in new learning activities
(AARP Life Learning Report)



Increase in senior travel

Better health and more free time are contributing to rising travel demand among seniors across many developed economies



Longer lives drive new investment needs

Longer life spans extend financial planning horizons, increasing the need for sustained investing over time

Why are we doing this?

A growing need for accessible, connected lifestyle

Fundamental



Living longer, healthier and more active lives are driving growing demand for lifestyle options and services that support independence and convenience.

Future



Longer life expectancy is changing how people plan for the future.

Friends



Staying connected to build friendship.

Fun



Meaningful, deeper and relevant shared experiences

Whom we serve

Individuals who value independence, embrace technology and enjoy an active, connected and fulfilling lifestyle.



Active & Independent

Value freedom and independence, living life on their own terms.



Tech-Aware

Comfortable with technology, embracing digital solutions for convenience



Socially Connected

Desire to build connections with family, friends, and communities



Joy-Seeking

Prioritise experiences that make life enjoyable and fulfilling.



Discovery-Oriented

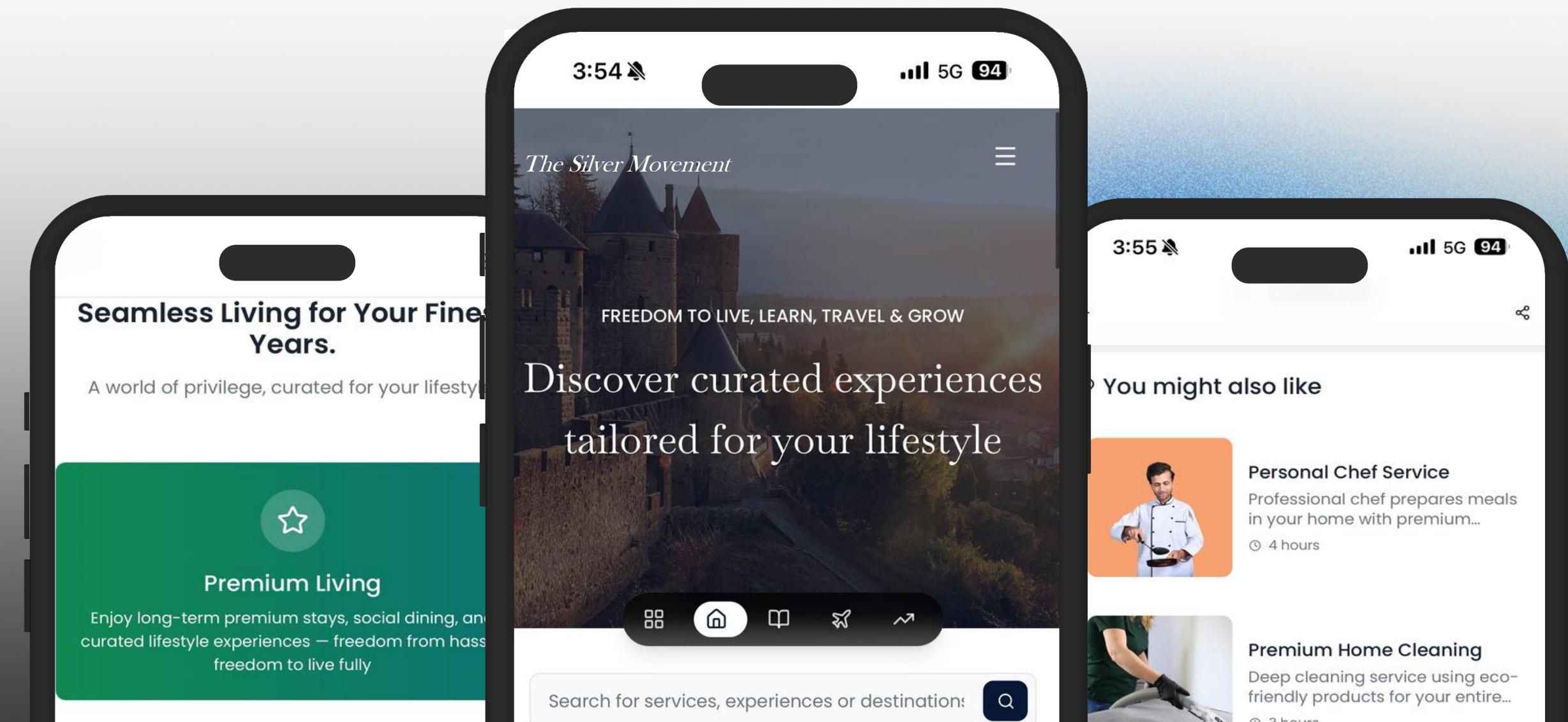
Passionate about travel, seeking new destinations and cultural experiences.

THE
SILVER
MOVEMENT

The Silver Movement is dedicated to the 3 Key Pillars— Property, Operation & Service



THE SILVER MOVEMENT



Key Features



AI Companion

Smart AI Chat Bot, simpler experiences with

- Intelligent itinerary and activities planning
- Smart support for account and services
- Reminders and updates
- PDPA-Compliant



Living with The Silver Movement

For example,

- Independent living
- The Thursday Night “Makan” Club
- Health & Wellness



Learning with The Silver Movement

For example,

- Volunteering
- Enrichment
- Lifelong learning



Travelling with The Silver Movement

For example,

- Discovery trip (e.g. Bhutan)
- Customised tour
- Experiences



Investing with The Silver Movement

For example,

- Fractionalisation & tokenisation
- Short term commercial paper
- Related insurance

(Subject to prevailing regulation)

The Pilot Programme



Registration & onboarding



Implementation



Feedback

**Your voice shapes
what comes next**

Feel free to contact us

The Silver Movement

E-mail

hello@thesilvermovement.com

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