

Comparing comparison sites

SITE	FOUNDED (SINGAPORE)	KEY FEATURE
SingSaver	Jun 2015	Computations on how much consumers save in dollar value, based on reward points, cash conversion value, maximum cashback, etc
compareFIRST	Apr 2015	Purely informational portal on life insurance that does not promote or distribute life insurance products
GET.com	Feb 2015	In-house technology that is able to automatically aggregate product data and track changes made to product features
iMoney	May 2012	In-house consultants that offer personalised advice on financial matters, assist in every step of the application process
Moneyline	Apr 2010	Information (such as a bank's internal guidelines on mortgages) that cannot be attained if consumers go directly to banks themselves
MoneySmart	Apr 2009	Standardised presentation of product features that cuts out marketing speak and allows for side-by-side comparison