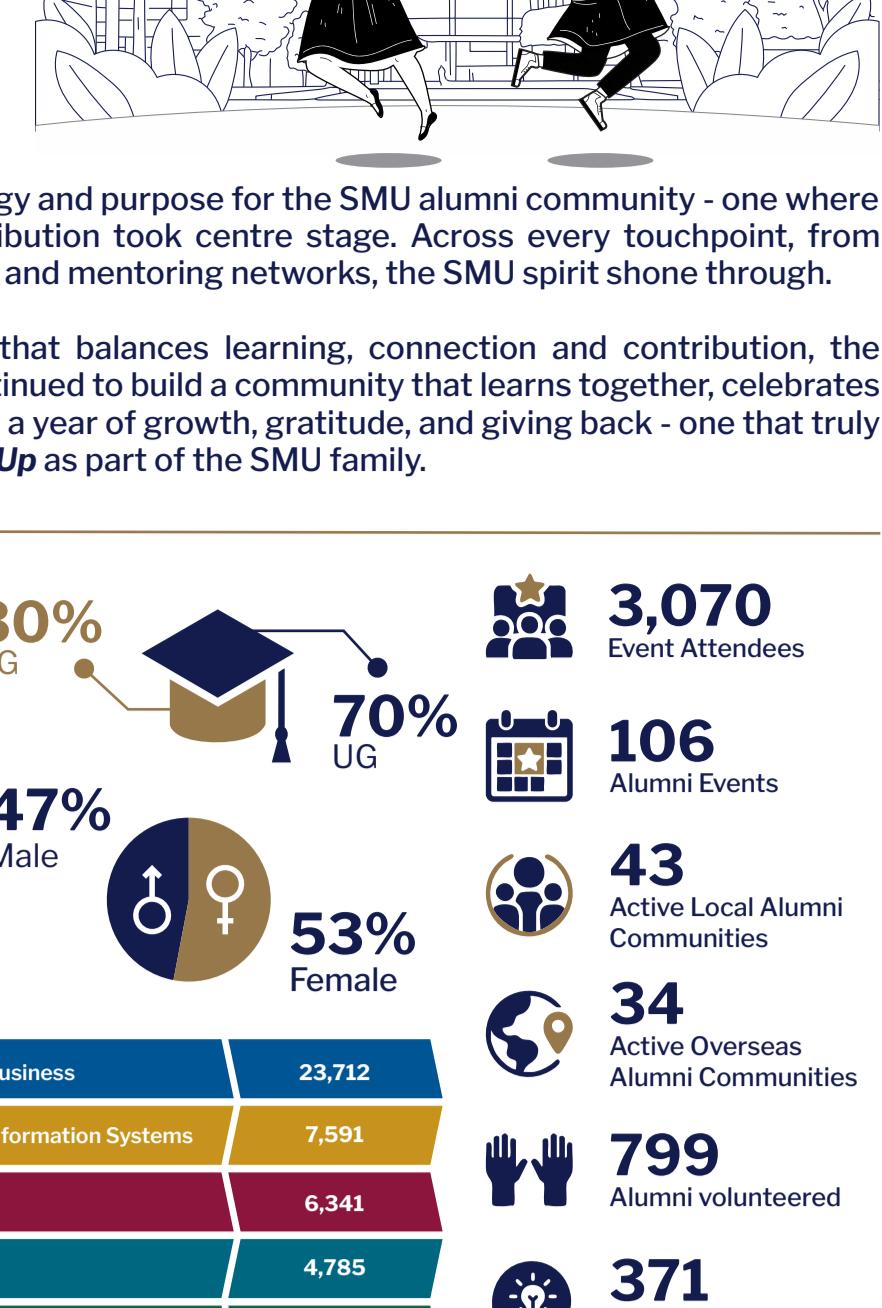


A Year of Holistic Engagement and Meaningful Connections



2025 marked a year of renewed energy and purpose for the SMU alumni community - one where connection, collaboration, and contribution took centre stage. Across every touchpoint, from flagship events to global connections and mentoring networks, the SMU spirit shone through.

Through an engagement approach that balances learning, connection and contribution, the Office of Alumni Relations (OAR) continued to build a community that learns together, celebrates one another, and uplifts others. It was a year of growth, gratitude, and giving back - one that truly reflects what it means to be **Living it Up** as part of the SMU family.

ALUMNI at a GLANCE

Alumni
~50,000
(including Associate Alumni)



3,070 Event Attendees

106 Alumni Events

43 Active Local Alumni Communities

34 Active Overseas Alumni Communities

799 Alumni volunteered

371 Alumni Mentors onboarded

93 Class Alumni Leaders appointed



MILESTONES THAT DEFINE 2025

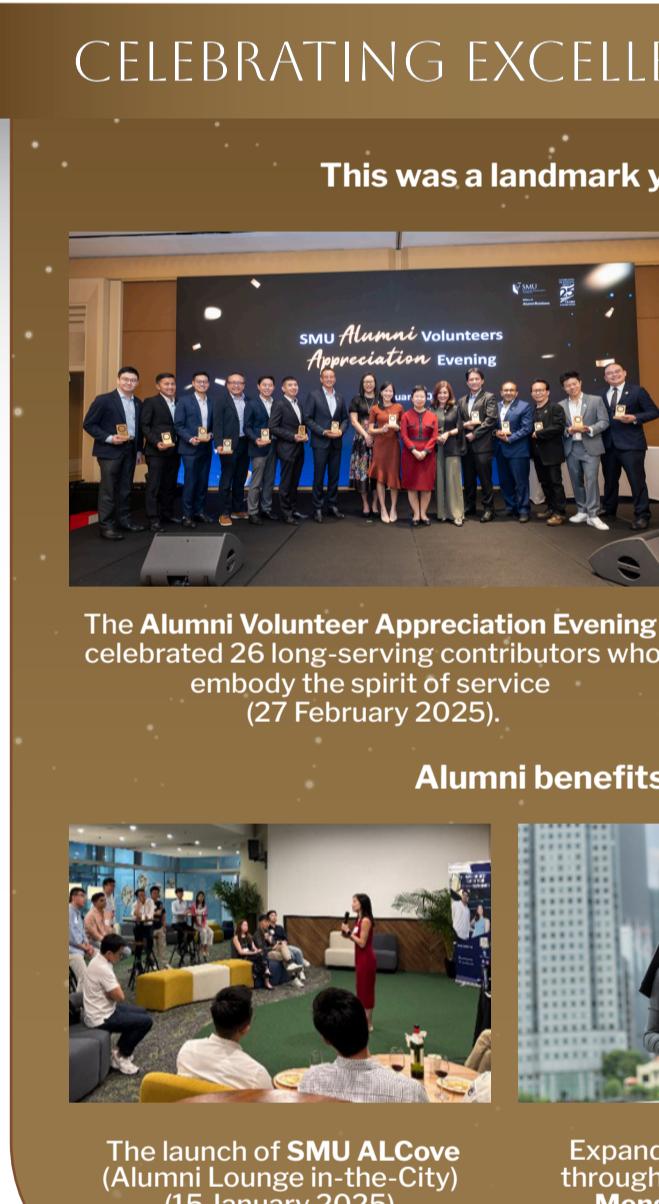


SMU Patron's Day (10 January 2025)

Marking SMU's 25th anniversary, Patron's Day welcomed back the Classes of 2005 and 2015 as they celebrated their 20th and 10th graduation milestones respectively. It was an opportunity for alumni to reconnect with friends and faculty, relive the energy of their student days, and appreciate how far they have come since.

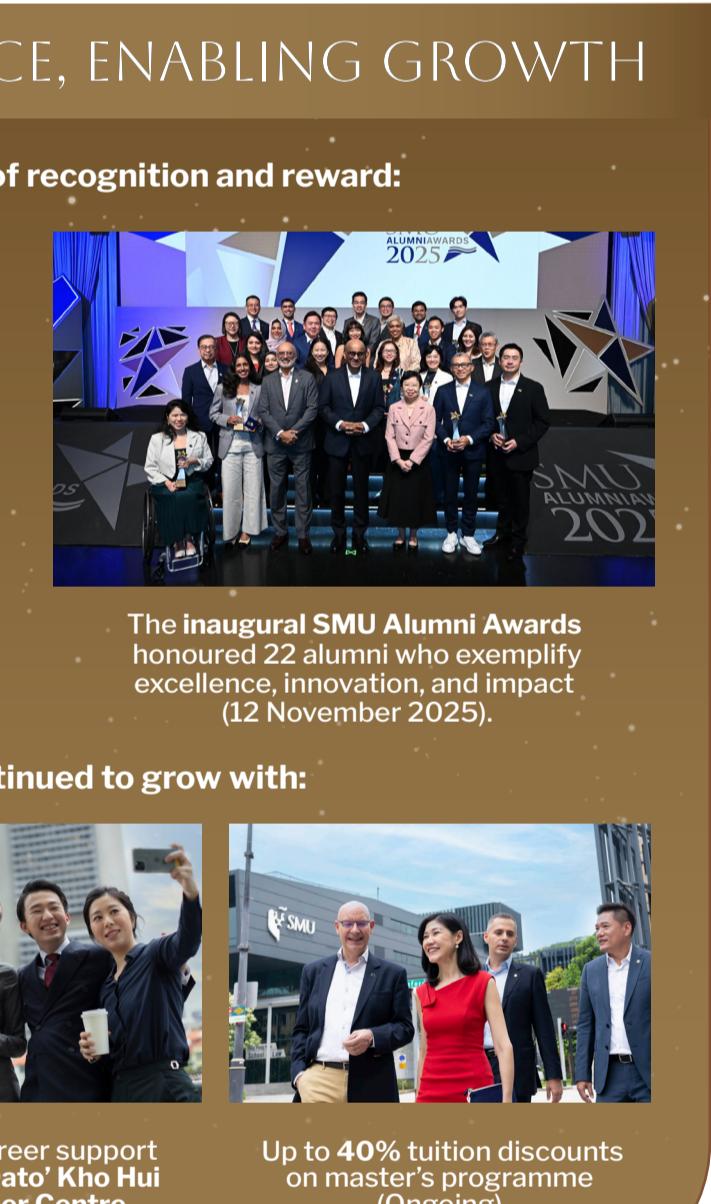
[New] SMU Industry AmpUP (22 May 2025)

Launched as a new series, Industry AmpUP brought alumni and industry leaders together to explore emerging trends reshaping business and careers. The series offered practical insights on adapting to change, seizing new opportunities, and staying future ready in a fast evolving world.



[New] SMU Leadership PowerUP (29 May 2025)

Introduced as a new leadership series, Leadership PowerUP focused on leading with purpose and clarity amid change. Senior professionals and speakers shared perspectives on authentic leadership, decision making and people centred influence, inspiring alumni to lead with impact in their fields.



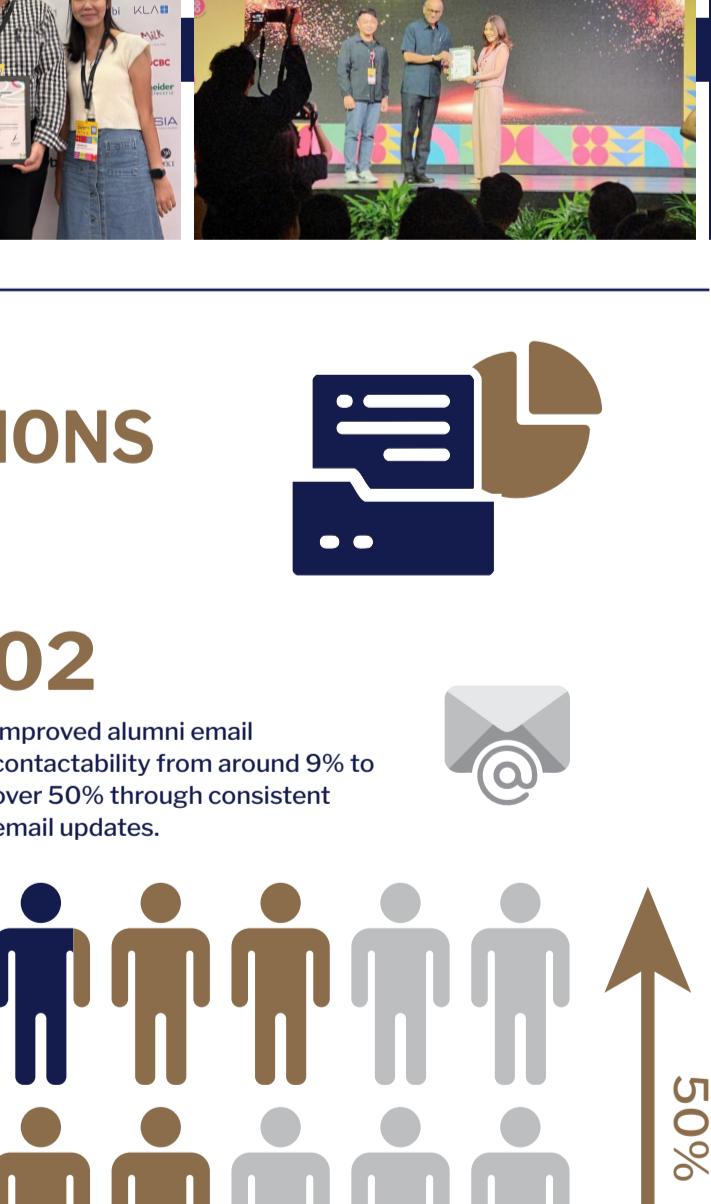
SMU Alumni Homecoming 2025 (Weekend 1): A-SMOOzing Race (13 September 2025)

SMU Alumni Homecoming celebrations began with the A-SMOOzing Race, bringing together alumni near and far in a shared spirit of wellness and connection. As part of SMOO Challenge 2025, overseas alumni clocked distances through walks and runs in their home cities, while local alumni took part in an on-campus scavenger hunt, collectively contributing to the community's mileage and strengthening SMU's global bonds.

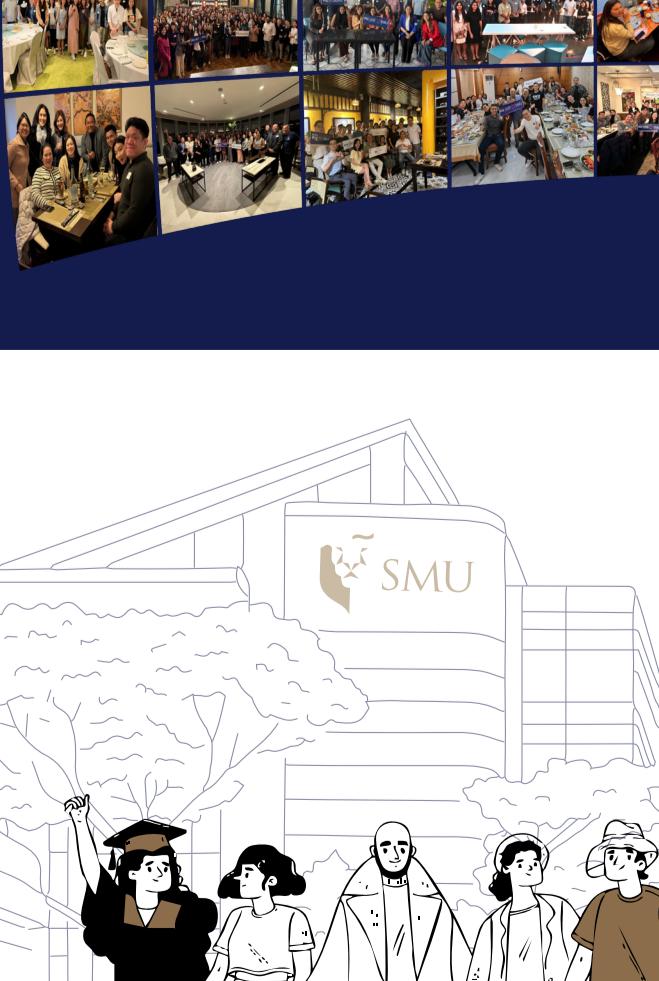


SMU Alumni Homecoming 2025 (Weekend 2): MAD The Musical (28 September 2025)

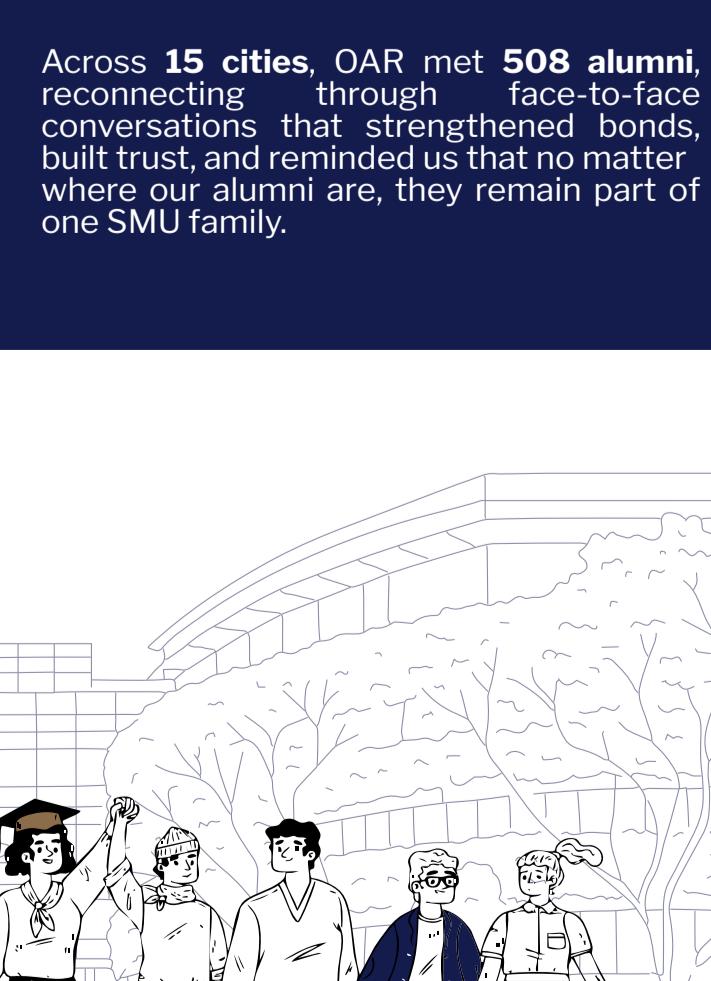
The second weekend of SMU Alumni Homecoming featured MAD The Musical, a special Sunday matinee held at the Drama Centre Theatre, National Library, which brought alumni together for an afternoon of music, theatre, and connection. Presented as part of SMU Arts Fest 2025, SMU's first-ever original musical blended nostalgia, artistry, and community pride, celebrating the vibrant spirit of the alumni community.



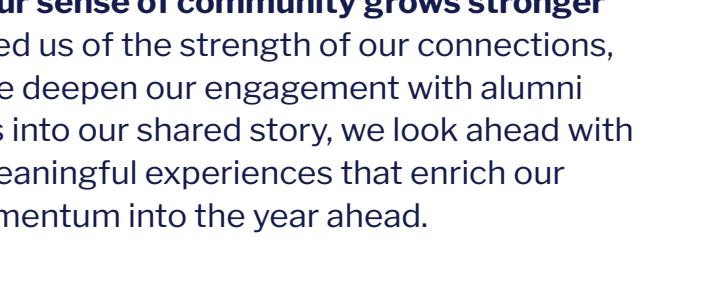
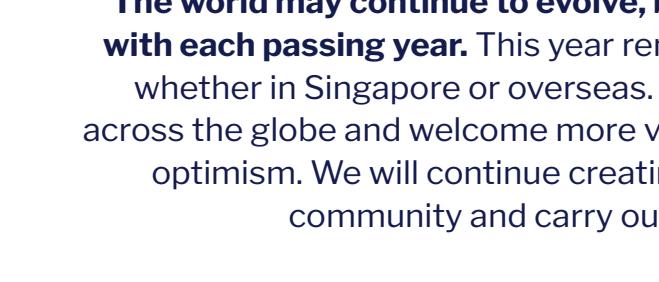
EXPANDING REACH, DEEPENING IMPACT (ALUMNI'S COLLABORATIVE PARTNERSHIPS AND GLOBAL VISIBILITY)



LEADING BY EXAMPLE



CELEBRATING EXCELLENCE, ENABLING GROWTH



The SMU 25th anniversary year was a landmark year of recognition and reward:

The **Living it Up** campaign featured a continued media series that featured stories of growth and achievement, highlighting how SMU enabled them to achieve their goals.

The launch of SMU ALCoVE (Alumni Lounge in-the-City) (15 June 2025)

Up to 40% tuition discounts (Ongoing programme)

Expanded career support through the Dato' Chee Hui (May 2025)

Up to 40% tuition discounts (Ongoing programme)

Alumni benefits continued to grow with the launch of SMU ALCoVE (Alumni Lounge in-the-City) (15 June 2025)

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