

Press Release

24 June 2024

**FTLife won 11 corporate and 2 practitioner awards
as recognition of its stellar performance in
product development, service innovation, marketing strategy,
team excellence, and talent training & development**

Hong Kong – FTLife Insurance Company Limited ("FTLife") has won a total of 13 accolades at Bloomberg Businessweek / Chinese Edition "Financial Institutions Awards 2024" and Metro Finance "GBA Insurance Awards – Hong Kong & Macau 2024". These awards highlight FTLife's exceptional achievements in product development, service innovation, marketing strategy, team excellence, talent training and development, and its dedication to corporate social responsibility.

The 13 awards include:

Bloomberg Businessweek / Chinese Edition "Financial Institutions Awards 2024"	Metro Finance "GBA Insurance Awards – Hong Kong & Macau 2024"
<ul style="list-style-type: none"> • Saving Plan – Outstanding Performance (MyWealth Savings Insurance Plan) • Critical Illness Protection – Outstanding Performance ("FamCare 198" Critical Illness Protector) • Service Innovation – Outstanding Performance (MyWealth Savings Insurance Plan) • Training Programme of the Year – Outstanding Performance • Integrated Marketing (Product/ Service) – Outstanding Performance ("FamCare198" Critical Illness Protector) • Integrated Marketing (Branding Promotion) – Outstanding Performance (PowerUp on the Harbour Playpark) 	<p>Corporate Awards</p> <ul style="list-style-type: none"> • Most Innovative Product Award (Life-Health) – "FamCare198" Critical Illness Protector • Outstanding Wealth Inheritance Award – MyWealth Savings Insurance Plan • Outstanding Training and Development Award • Outstanding Integrated Marketing Strategies Award – "FamCare198" Critical Illness Protector • Outstanding Corporate Social Responsibility Award <p>Practitioner Awards (FTLife won two out of the five)</p> <ul style="list-style-type: none"> • Extraordinary Group in Insurance Industry Award – Simon Yuen (Senior Regional Director) [The highest award of the year] • Outstanding Director in Insurance Industry Award – Leo Xing (Regional Director)

Man Kit Ip, Chief Executive Officer of FTLife said, "We have swept many accolades in two prestigious awards back-to-back. Thanks to the concerted efforts of our colleagues in different departments and frontline sales teams. As the company will soon be renamed Chow Tai Fook Life Insurance and launch a new brand, I hope all of us, both at the back office or the frontline, will continue to work side by side to provide our customers and their loved ones with thoughtfully crafted products and professional services that suit their unique needs in their life journeys, and to continue creating value beyond insurance while winning even more recognition and praise for the company."

Innovative products and services to suit customers' needs

FTLife has been dedicated to providing comprehensive protection to our customers and supporting them and their loved ones in leading a comfortable life. Over the past year, we have launched MyWealth Savings Insurance Plan and "FamCare 198" Critical Illness Protector. These products won multiple awards for product and service excellence, providing that our thoughtfully crafted products and groundbreaking services not only resonate with the market, but also gain the recognition from industry experts.

Effective talent development programmes for building a top-notch sales force

Through establishing the FTLife Talent Development Centre, our goal at FTLife is to nurture a top-performing sales force. Using cutting-edge technology, such as AI and big data, along with virtual reality, we strive to create personalised and highly effective training programmes for our Life Artisans. This enables them to grow personally and professionally as they provide professional and customised services to our customers. Leverage the diverse conglomerate of the Group, we help them go beyond insurance and deliver exceptional value to our customers. At the recent award ceremony, Senior Regional Director Simon Yuen received the Extraordinary Group in Insurance Industry Award, while Regional Director Leo Xing was awarded the Outstanding Director in Insurance Industry Award. These accolades not only recognise the impressive performance of individual industry practitioners and sales teams, but also showcase the company's sterling talent training and development initiatives.

Bold marketing strategies for highly effective promotions

To increase market awareness and promote our brand and flagship products, FTLife has successfully utilised digital media through a combination of online and offline marketing strategies. One notable example is our "PowerUp on the Harbour Playpark" event, the first of its kind in Hong Kong. Six recreational attractions, including trampolines and swings installed on large vessels, provide a unique and Instagram-worthy experience for the public to enjoy with friends and family. By seamlessly connecting offline activities with online social media platforms, we were able to drive online traffic and establish stronger connections with both new and existing customers. This resulted in increased market visibility and improved customer retention.

Create long-term values for all stakeholders

As one of the most well-established insurance companies in Hong Kong, FTLife is not only committed to building a solid business foundation but also passionate about the long-term well-being of our customers, staff, society, and the environment. Sustainability is at the heart of the company, and we are committed to contributing to the practice of Environmental, Social and Corporate Governance (ESG) to create long-term value for all stakeholders. By organising and participating in various volunteering and sponsorship programmes, we are positively impacting the community and creating a better future for all.

Important Notice:

- The information contained in this press release is intended as a general summary of information for reference only. For details, please refer to relevant product brochures, promotion flyers and policy documents. Please refer to the policy contract for details of the full terms and conditions of the MyWealth Savings Insurance Plan and "FamCare 198" Critical Illness Protector.
- This press release does not contain the full provisions of MyWealth Savings Insurance Plan and "FamCare 198" Critical Illness Protector; the full terms can be found in the Policy documents. MyWealth Savings Insurance Plan and "FamCare 198" Critical Illness Protector may serve as standalone plan(s) without bundling with other type(s) of insurance products. Please refer to the main product brochure and policy terms and conditions, as well as the explanatory documents provided by your licensed insurance intermediary, to fully understand the details and complete terms and conditions regarding the mentioned definitions, fees, product features, exclusions, and compensation payment conditions related to the MyWealth Savings Insurance Plan and "FamCare 198" Critical Illness Protector.
- For further details, please contact FTLife's Customer Service Hotline on +852 2866 8898.
- This press release is intended to be distributed in Hong Kong only and shall not be construed as an offer to sell or a solicitation to buy or provision of any of our products outside Hong Kong. FTLife Insurance Company Limited hereby declares that it has no intention to offer to sell, to solicit to buy or to provide any of its products in any jurisdiction other than Hong Kong in which such offer to sell or solicitation to buy or provision of any product of FTLife Insurance Company Limited is illegal under the laws of that jurisdiction.

About FTLife Insurance Company Limited

FTLife Insurance Company Limited (Incorporated in Bermuda with limited liability; “FTLife”) is a wholly-owned subsidiary of NWS Holdings Limited (Hong Kong Stock Code: 659). With a heritage of providing insurance services in Hong Kong for more than 30 years, FTLife leverages the Group’s ecosystem to curate life chapters of customers and their loved ones with comprehensive planning solutions and lifelong protection, embracing wealth management and succession, health and well-being, and quality of life. Backed by the Group’s financial strength and advanced customer-focused digital technology, FTLife aspires to become the leading insurance brand in the Greater Bay Area, while also maximising shared value beyond traditional insurance for a sustainable future.

Media Inquiries

Branding & Communications

FTLife Insurance Company Limited

Suki Kwong

+852 2591 8504

suki.kwong@ftlife.com.hk