

Press Release

26 November 2025

**CTF Life Commemorates 40th Anniversary as the Premium Sponsor of
Two BT21 Experience Zones Presented by Kai Tak Sports Park and IPX**



Hong Kong — **CTF Life** is thrilled to be the Premium Sponsor of the "BT21 THE JOURNEY Themed Experience Zone @ Kai Tak Sports Park" and the "BT21 SWEET HOLIDAY @ Kai Tak Sports Park" Winter Fete, presented by Kai Tak Sports Park (KTSP), in collaboration with IPX (Formerly LINE FRIENDS), a global creative powerhouse. From 21 November 2025 to 4 January 2026, this exciting winter playground brings to visitors the world's first immersive "BT21 THE JOURNEY Themed Experience Zone @ Kai Tak Sports Park" at Kai Tak Mall 2, and the "BT21 SWEET HOLIDAY @ Kai Tak Sports Park" Winter Fete, featuring "BT21 SWEET HOLIDAY" themed installations and BT21 Winter POP-UP at the Atrium of Kai Tak Mall 2. Starting 8 December, Hong Kong will unveil the first-ever "BT21 SWEET HOLIDAY"-themed outdoor "BT21 Sparkling Holiday Tree" at Kai Tak Sports Park, bringing festive spirit and unforgettable experiences to the city. The 7-metre-tall outdoor "BT21 Sparkling Holiday Tree" will be adorned with 40 pieces of winter ornaments, echoing CTF Life's 40-year legacy in Hong Kong.



As the exclusive Founding Insurance Partner of KTSP, CTF Life supports the development of Hong Kong's mega-events economy. This sponsorship underscores CTF Life's ambition to go international. Through international mega events hosted by KTSP, CTF Life aims to expand its brand reach to a broader customer base both at home and abroad, strengthening its brand presence on the global stage.

This sponsorship project is one of the key initiatives commemorating CTF Life's 40th anniversary. CTF Life will unveil more exciting activities as the celebration continues.

BT21

The Journey

BT21 THE JOURNEY 主題體驗館

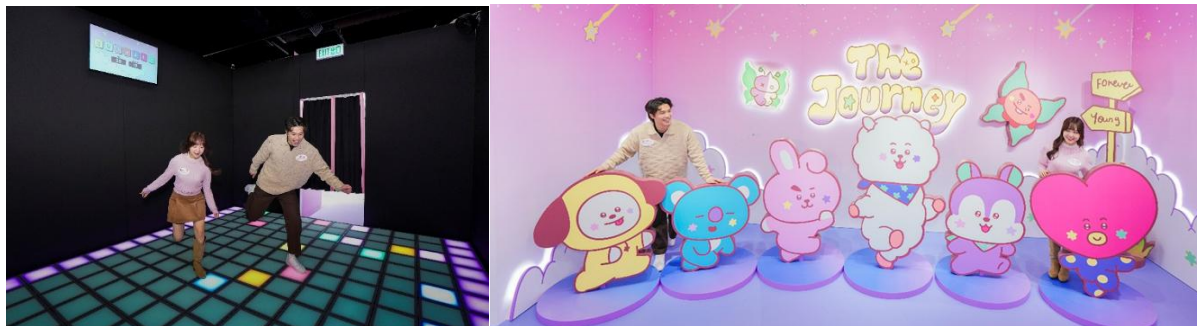
BT21 THE JOURNEY Experience Zone

2025.11.21 ~ 2026.01.04
Shop No. M2-011, Level G, Kai Tak Mall 2 啟德零售館2, G樓 M2-011號舖

LINE FRIENDS

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總贊助商 PREMIUM SPONSOR



BT21 meets Kai Tak Sports Park – “BT21 THE JOURNEY Themed Experience Zone @ Kai Tak Sports Park”, Sponsored by CTF Life

Date: From 21 November 2025 to 4 January 2026

Location: M2-011, Level G, Kai Tak Mall 2, Kai Tak Sports Park

Time: 21 & 24 November 2025 12nn – 6pm
 22 & 23 November 2025 11am – 7pm
 26 November to 21 December 2025 Weekdays: 1pm – 8pm
 Weekends: 12nn – 8:30pm
 22 December 2025 to 4 January 2026 12nn – 8:30pm

Admission Fee: HK\$80 / person*
 *Including one photo shoot at BT21 Photo Booth
 *Free Admission to the BT21 POP-UP STORE

BT21 meets Kai Tak Sports Park – BT21 POP-UP STORE, Sponsored by CTF Life

Date: From 26 November 2025 to 4 January 2026

Location: M2-011, Level G, Kai Tak Mall 2, Kai Tak Sports Park

Time: Weekdays: 11:30am – 8:30pm
 Weekends: 11:00am – 9:00pm

BT21 meets Kai Tak Sports Park – “BT21 SWEET HOLIDAY @ Kai Tak Sports Park” - Winter Fete, Sponsored by CTF Life

Date: From 25 November 2025 to 4 January 2026

Location: Atrium, Level G, Kai Tak Mall 2, Kai Tak Sports Park

Time: 11:30am – 9:00pm

BT21 meets Kai Tak Sports Park – “BT21 SWEET HOLIDAY @ Kai Tak Sports Park” – BT21 Winter POP-UP, Sponsored by CTF Life

Date: From 26 November 2025 to 4 January 2026

Location: Atrium, Level G, Kai Tak Mall 2, Kai Tak Sports Park

Time: Weekdays: 11:30am – 8:30pm Weekends: 11:00am – 9:00pm

BT21 meets Kai Tak Sports Park – “BT21 SWEET HOLIDAY @ Kai Tak Sports Park” - Enchanting BT21 Sparkling Holidays Tree, Sponsored by CTF Life

Period: From 8 December 2025 to 4 January 2026

Location: North Garden, Kai Tak Sports Park

Time: Lighting time from 6pm to 11pm daily

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About CTF Life

Chow Tai Fook Life Insurance Company Limited (“CTF Life”) is proud of its rich, 40-year legacy in Hong Kong. CTF Life is a wholly-owned subsidiary of CTF Services Limited (“CTFS”) (Hong Kong Stock Code: 659) and one of the most well-established life insurance companies in Hong Kong. As a member of Chow Tai Fook Enterprises Limited, CTF Life consistently strengthens its collaboration with the Chow Tai Fook Group ecosystem to support customers and their loved ones in navigating life’s journey with personalised planning solutions, lifelong protection and diverse lifestyle experiences. By leveraging the Group’s robust financial strength and strategic investments across the globe, CTF Life aspires to become a leading insurance company in Asia while continuously creating value beyond insurance.

ABOUT IPX (F.K.A LINE FRIENDS)

IPX is the new corporate name of LINE FRIENDS, a global character brand that started from Original Characters including BROWN, CONY, SALLY created for use as stickers for the leading mobile messenger app LINE and its 200 million active users worldwide. IPX has announced a new business strategy that it would accelerate the global expansion of its IP businesses by diversifying its IP portfolios targeting all ages and advancing its digital and retail business. IPX provides diverse IP experiences including BT21(BTS), ZO&FRIENDS(G-DRAGON), zeroni(ZEROBASEONE), minini, a digital artist WADE, JOGUMAN, and DINOTAENG. It has also carried out its IP-based business by partnering with global companies including Netflix (original animated series), SUPERCELL (Brawl Stars), HoYoverse (Genshin Impact), and NEXON (KartRider) to win the hearts of over 50 million Millennials and Generation Z worldwide. IPX currently operates in 18 markets worldwide including Seoul, New York, LA, Tokyo, and Shanghai, and operates in 8 online sales platforms.

- BT21 Global Official Facebook: @BT21.Official
- BT21 Global Official Instagram: @bt21_official
- BT21 HONG KONG & MACAU Official Instagram: @bt21_hongkong
- BT21 HONG KONG & MACAU Official Threads: @bt21_hongkong

About Kai Tak Sports Park

Kai Tak Sports Park is the largest integrated sports, leisure, and entertainment landmark in Hong Kong. The 28-hectare Sports Park is part of the redevelopment of the former Hong Kong International Airport site in Kai Tak. The precinct features the 50,000-seat Kai Tak Stadium, which has a retractable roof; the Kai Tak Arena, an indoor sports center with the flexibility to host community sports and events for up to 10,000 seats; and the Kai Tak Youth Sports Ground, an outdoor track and field facility with a capacity of 5,000 seats. These venues are complemented with extensive open spaces for events and leisure, together with dedicated retail and harbourfront dining spaces.

Media enquiries

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