

Press Release

29 May 2019

**FTLife collected 4 awards in
Bloomberg Businessweek/Chinese Edition “Financial Institution Awards 2019”**

FTLife Insurance Company Limited (“FTLife”) collected four accolades in the 5th *Bloomberg Businessweek/Chinese Edition* “Financial Institution Awards”, including the Excellence Awards in Saving Plan and Integrated Marketing (Service), alongside the Outstanding Awards in Medical Insurance Plan and Mobile Usability.

On 28 May at Conrad Hong Kong, the Award Presentation Ceremony was officiated by Joseph Chan Ho Lim, Under Secretary for Financial Services & the Treasury of the HKSAR Government, and attended by hundreds of top elites from the financial industry.

The annual *Bloomberg Businessweek/Chinese Edition* Financial Institution Awards are judged by a panel of industry experts, business leaders and academics as well as the editorial boards of the magazine. They review and evaluate entries based on the market performance, growth and development, as well as business strategy in the past year. Through rigorous assessment, the “Excellence Award” and “Outstanding Award” are granted to the highest and second highest score winner in each category respectively as a recognition to their contributions and efforts in developing the financial industry through constant innovation.

FTLife received the “**Saving Plan – Excellence Award**” with its flagship product “Regent Insurance Plan 2” which incorporates the traditional Chinese value of leaving descendants a legacy. It provides customers with great agility in wealth management – they can either choose to withdraw cash to enjoy life after retirement or pass down wealth to the next generations through a lump sum or regular payments. The plan is highly commended by the industry and warmly welcomed by customers since launch.

Also, FTLife garnered the “**Medical Insurance Plan - Outstanding Award**” with its full line of medical insurance products specially-designed for urbanites, including “MediCare” Medical Insurance Plan, “MediGold” Plus Insurance Plan and “HealthCare 168” Critical Illness Protector 2. Such plans contain various first-in-market or market-leading advantages for customers to enjoy comprehensive yet flexible protection.

The company also won the “**Integrated Marketing (Service) - Excellence Award**” for successfully introducing the new “wealth succession planning” service to the market as well as strengthening FTLife’s market image in terms of “wealth succession” by making good use of a wide array of marketing tools, including client seminars featuring celebrities, charitable sponsorship under the theme “succession”, as well as above-the-line and below-the-line promotion campaigns through traditional and social media platform.

In recent years, FTLife has been seeking to provide enhanced insurance and wealth management services to customers anytime, anywhere by employing advanced technologies. The “**Mobile Usability - Outstanding Award**” is an endorsement to the company’s unwavering commitment in developing cutting-edge InsurTech.



From left to right: Christine Yeung, Chief Product Officer, Angela Yam, Chief Marketing Officer & Marco Wu, Chief Information Technology Officer

About FTLife Insurance Company Limited

FTLife Insurance Company Limited ("FTLife") is one of Hong Kong's most well-established life insurance companies. Capitalising on a heritage of professionalism and excellence in serving clients, FTLife seeks to become a leading insurance group in Asia. It serves individual and institutional clients from a diverse portfolio of financial protection and wealth management products. FTLife aims to excel by cultivating lasting relationships and dedicates itself to providing clients with best-of-breed financial services to help them lead fulfilling lives.

Media inquiries

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