

Press Release
31 May 2019

**FTLife garnered 3 awards in Metro Finance
“GBA Insurance Awards 2019 – Hong Kong Region”**

FTLife Insurance Company Limited (“FTLife”) is honoured with the **Outstanding Savings Product Award, Outstanding Marketing Strategies Award - Integrated Marketing (Life Insurance) and Outstanding Online Platform Award (Life Insurance)** in the Metro Finance “GBA (Greater Bay Area) Insurance Awards – Hong Kong Region” for its excellence in product development, marketing creativity and use of advanced technologies.

The panel of judges of the “GBA Insurance Awards – Hong Kong Region”, consisting of leaders from politics, business and academia, selects and publicly recognises outstanding products and services provided by respected insurers to encourage further enhancement of professional standards in the insurance industry.

FTLife received the **Outstanding Savings Product Award** with its flagship product Regent Insurance Plan 2. Designed with the traditional Chinese idea of “leaving a legacy behind” in mind, this market-leading innovative savings insurance plan offers 2 lock-in options, 3 first-in-market product features, a premium holiday up to 4 years and unlimited changes of insured with a reasonable return for customers to lead fulfilling lives.

The company got the **Outstanding Marketing Strategies Award - Integrated Marketing (Life Insurance)** with the successful implementation of the all-round marketing strategy for Regent Insurance Plan 2. Olympic gold medallist Hui Ruoqi provided the human face of the flagship product. Moreover, the campaign was supported by event sponsorships, social media promotions as well as customer and agent experience activities. The integrated marketing strategy proved to be successful as the overall new business volume and new business value increased substantially.

Last year, FTLife started a new IT project to combine traditional insurance operations with cutting-edge technologies for greater market competitiveness. With more stable and reliable core systems, the project introduced specially-designed mobile applications for different users (distribution channels and customers). **The Outstanding Online Platform Award (Life Insurance)** was bestowed for the enhanced customer experience through the effective use of online and digital platforms.

The Award Presentation Ceremony was officiated by James Henry Lau, Secretary for Financial Services and the Treasury, Prof K C Chan, Adjunct Professor and Senior Advisor to the Dean of HKUST Business, Dr Moses Cheng, Chairman of Insurance Authority and Sung Man Hei, Managing Director of Metro Broadcast Corporation Limited.





From left to right : Marco Wu, Chief Information Technology Officer; Angela Yam, Chief Marketing Officer and Jarita Kwan, Head of Product Pricing and Development

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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