

Press Release
23 July 2021

FTLife scoops seven industry awards

Industry-wide recognition for product innovation, talent development and brand strategy

Hong Kong – FTLife Insurance Company Limited (“FTLife”) is delighted to have scooped seven major accolades at Bloomberg Businessweek/Chinese Edition Financial Institution Awards 2021 and Metro Finance GBA Insurance Awards (Hong Kong Region 2021) in recognition of its outstanding achievement in product development, talent recruitment, training and development, and marketing strategies.

The seven major accolades include:

Bloomberg Businessweek/Chinese Edition Financial Institution Awards 2021

- Life Insurance – Excellence Performance – “On Your Mind” Insurance Plan
- Critical Illness - Outstanding Performance – “HealthCare 168 Plus” Critical Illness Protector
- Recruitment Program of the Year – Excellence Performance – LEAP & Beyond Programme
- Training and Development Achievement – Excellence Performance - Agency Force
- Integrated Marketing (Branding Promotion) – Outstanding Performance – “Embrace Change for Better Future”

Metro Finance GBA Insurance Awards - Hong Kong Region 2021

- Most Innovative Product Award – “On Your Mind” Insurance Plan
- Outstanding Training and Development Award

Innovative product design: new ways to protect a new generation of clients

Today’s customers are looking for flexibility and versatility in insurance products. FTLife walks with our customers every step of their life journey, and continuously innovate products and service offerings that fill in the industry gap. Our award-winning, flagship product, “On Your Mind” Insurance Plan, offers first-in-market¹ feature of built-in policy reverse mortgage function that enables policyholders to withdraw their death benefit as an annuity to support their retirement needs. The plan is well received in the market because it covers the diverse needs before and after retirement. FTLife’s other awarded product, “HealthCare 168 Plus” Critical Illness Protector, was the first-in-market² to offer protection against Loss of Functionality of Key Organs. Once our customers qualify for such functionality loss³, they will be entitled to claims even in times of novel diseases, or in situations where a clear diagnosis is not possible. This puts our clients at ease as they can finally find a truly comprehensive health protection solution in light of the recent events.

Innovative recruitment programme and professional development roadmap to groom future entrepreneurial leaders for the industry

FTLife has established the FTLife Financial Talent Development Center, a seamless talent platform integrating recruitment, training and development, to groom the future financial industry leaders.

¹ “First-in-market” item is concluded based on the same type of product (life insurance plan with calculation of Death Benefit according to sum insured) of major life insurance companies in Hong Kong as of 10 September 2020.

² “First-in-market” item is concluded by comparing the same type of major Critical Illness protection products in the life insurance market in Hong Kong as of 9 November 2020.

³ For definitions of loss of functionality of key organs, please refer to the terms and conditions in the policy documents.

As our business strategy progresses in full swing, we are targeting at making 1,000 new hires this year to expand our agency force. We have also launched the LEAP & Beyond programme to provide aspiring financial planning professionals with a diverse range of courses, covering professional knowledge, financial analysis, communications skills, management skills and more. It aims to equip high potential talents for professional examinations, and enhance their competitiveness and team-building capabilities as they become future entrepreneurial leaders.

Reimagining industry landscape to create unconventional insurance brand

Ever since FTLife has joined the umbrella of the New World Group, we have been embracing the motto of “Think beyond insurance.” as our core value while working with the diverse businesses of the Group to achieve synergy. This enables us to provide unique, well-crafted products and service offerings. Last year, we have launched a new brand promise to “Embrace change for better future” to demonstrate our commitment to always put our customers first. From life insurance, medical insurance, accident protection, retirement to wealth succession, we will continue to aim to redefine insurance and create unconventional products that truly cater to your needs. FTLife is your ultimate life cycle manager that helps you manage your wealth, health and wellbeing.

Our brand promotion campaign involved free and paid TV, outdoor advertising display, PR activities, and various digital and social media platforms. By engaging our audience both online and offline, we have increased the digital exposure of our brand, raised brand awareness and introduced FTLife’s new insurance concept to the audience.

FTLife is honoured to be the recipient of accolades from two of the most prestigious industry awards. This has demonstrated the industry’s recognition of our excellent products, professional training and outstanding brand. We will continue to dedicate our best efforts to creating more innovative, convenient, and unique product solutions and user experience.

Photo:



FTLife scoops seven industry awards, a testimony to its excellence in product innovation, talent development and brand strategy.

Important notes:

- This press release does not contain the full provisions of “On Your Mind” Insurance Plan and “HealthCare 168 Plus” Critical Illness Protector, and the full terms can be found in the policy documents. The above-mentioned insurance plans may be purchased as a standalone plan without bundling with other type(s) of insurance product.
- For further details, please contact FTLife’s Customer Service Hotline on +852 2866 8898.
- This document 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 (“FTLife”) is one of the most well-established life insurance companies in Hong Kong and a wholly-owned subsidiary of NWS Holdings Limited. Building on more than 30 years of history in the field, FTLife provides individual and institutional clients with a diverse range of insurance and wealth management products and services, including life, health, accident, savings and investment insurance. As a member of New World Group, FTLife works with the Group’s diversified businesses to create synergy. It provides the best-in-class life-planning solutions, from the management and succession of wealth to health, wellbeing, and enriching your quality of life.

About the Bloomberg Businessweek Financial Institution Awards 2021

Coming up to its seventh year, the Financial Institution Awards are hosted annually by iconic finance magazine Bloomberg Businessweek/Chinese. The judge panel, comprised of representatives from the industry, government and academia, assessed submissions from the banking, insurance and securities sectors and ranked them according to four criteria, namely market performance, growth, development, and business strategy.

About GBA Insurance Award 2021 (HK Region)

In response to the strategic importance of insurance industry in the government’s “Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area”, Metro Finance had launched the annual GBA Insurance Award in 2019 to honour outstanding insurance organisations. It aims to boost Hong Kong’s competitiveness as an insurance hub by promoting innovation and best practices in the industry.

-End-

Media Inquiries

FTLife Insurance Company Limited

Branding & Communications

Sadie Lam

Tel: +852 2591 8420

Email: sadie.lam@ftlife.com.hk

FTLife Insurance Company Limited (Incorporated in Bermuda with limited liability)