


“Charming Life Level Term Plan” - “Privileged Rewards” Client Incentive


Promotion Period: 31 December 2024 to 31 December 2025 (Both Dates Inclusive)



With successful online applications submitted within the Promotion Period² for the Eligible Life Insurance Plan of Hong Kong Life as specified below, subject to the terms and conditions of relevant incentive (as defined below), clients may enjoy the following incentives:

-  **1. Full Term Premium Discount**
- With successful online applications submitted with a valid Promotion Code⁵ within the Promotion Period² for Charming Life Level Term Plan, clients may enjoy the Full Term Premium Discount of Basic Plan¹⁴ as specified in the Incentive Table below.

Eligible Life Insurance Plans	Incentive Table	
	Full Term Premium Discount of Basic Plan ¹⁴	
	First Year	Second Year or Thereafter
• Charming Life Level Term Plan (1-Year/5-Year/10-Year Pay)	65%	25% (Not applicable to Charming Life Level Term Plan (1-Year Pay))

-  **2. Coffee Coupon Rewards**
- Clients may enjoy additional **HKD50 coffee coupon** after the policy of the Eligible Life Insurance Plan in Incentive Table being successfully issued and the Annualized First Year Premium of Basic Plan of such policy being not less than HKD1,000.

Remarks

Please refer to the policy document for full terms and conditions of Eligible Life Insurance Plan(s), and the product leaflet of Hong Kong Life's life insurance plans for product information and risk disclosure. Before applying for any life insurance plan, clients should carefully read and understand the contents and terms of the policy documents. Clients should also seek independent and professional advice before making any decision.

The life insurance plan is underwritten by Hong Kong Life Insurance Limited
("Hong Kong Life")



Terms and Conditions of “Charming Life Level Term Plan” - “Privileged Rewards” Client Incentive (Exclusive for Online Application):

General Terms and Conditions:

1. “Charming Life Level Term Plan” - “Privileged Rewards” Client Incentive (Exclusive for Online Application)(the “Incentive”) consists of 1) Full Term Premium Discount of Basic Plan of the Eligible Life Insurance Plan underwritten by Hong Kong Life Insurance Limited (“Hong Kong Life”); and 2) Coffee Coupon Rewards.
2. The promotion period of the Incentive is from 31 December 2024 to 31 December 2025 (both dates inclusive) (“Promotion Period”).
3. To be eligible for the Incentive, the application for the Eligible Life Insurance Plan should be submitted through online channels, including but not limited to mobile app, Hong Kong Life’s website, and Hong Kong Life Client Corner within the Promotion Period.
4. Unless otherwise stated, the Incentive cannot be enjoyed in conjunction with any other incentive(s) offered by Hong Kong Life.
5. Client should input designated promotion code (“Promotion Code”) during the process of online application and the relevant premium discount will be automatically applied to the premium of Eligible Life Insurance Plan. If the client fails to enter the Promotion Code by the time of completion of the online application, the application will not be eligible for the Incentive. The Incentive cannot be claimed after application has been submitted.
6. Only one Promotion Code could be used for each policy. However, client may submit more than one application with the Promotion Code to enjoy the Incentive.
7. The Promotion Code cannot be redeemed for cash or exchanged for any other offers under any circumstances.
8. Hong Kong Life reserves the right to change or terminate the Incentive and amend any terms and conditions of the Incentive at any time without giving prior notice to clients or reason therefor. For the avoidance of doubt, the Incentive applicable to the eligible policy issued prior to such variation, suspension or termination of the Incentive will not be affected.
9. Clients should refer to the website of Hong Kong Life (www.hklife.com.hk), the policy, proposal and product leaflet and any other relevant documents of Hong Kong Life’s life insurance plans for relevant product information, contents, terms and conditions. This promotional leaflet describes the details of the Incentive only, it does not refer to any coverage, exclusions, risk disclosure, contents nor terms and conditions of the Eligible Life Insurance Plan(s). Clients should read, fully understand and accept the coverage, exclusions, risk disclosure, contents, terms and conditions of the policies and proposals before applying for any Eligible Life Insurance Plan(s) inclusive of the Incentive.
10. The Incentive and its relevant terms and conditions are applicable within the Hong Kong Special Administrative Region (“Hong Kong”) only and governed by the law of Hong Kong.
11. If there is any discrepancy or inconsistency between the English version and the Chinese version of this promotional leaflet, the English version shall prevail.
12. Hong Kong Life reserves the right of final decision in case of any dispute.

Specific Terms and Conditions of Full Term Premium Discount:

13. Subject to the General Terms and Conditions and the Specific Terms and Conditions herein, clients who fulfill all of the following requirements will be entitled to the Full Term Premium Discount of Basic Plan of the Eligible Life Insurance Plan as shown in the Incentive Table: (i) with successful applications submitted within the Promotion Period for the Eligible Life Insurance Plan; and (ii) the policy being successfully issued.
14. The Full Term Premium Discount does not apply to any riders.
15. Annualized Premium of Basic Plan is counted per policy. Annualized premium is the total amount of premium to be paid per year in respect of the Basic Plan of the Eligible Life Insurance Plan.
16. If the annualized premium is not an integer, such figure will be rounded off to the nearest integer for the purpose of calculating the Full Term Premium Discount that clients can enjoy.
17. The amount of the Full Term Premium Discount will be calculated in the currency under which the Eligible Life Insurance Plan is denominated.
18. Clients can pay the net premium (i.e. the premium after deducting the premium discount amount) when they submit the applications for the Eligible Life Insurance Plan.
19. In case of any changes made by clients during the entire premium payment period, which results in the requirements for Premium Discount not being fulfilled, Hong Kong Life reserves the right to disqualify such client’s entitlement to the Premium Discount and such client agrees to reimburse Hong Kong Life for the amount of the Premium Discount already granted to such client upon request.
20. The Full Term Premium Discount is not applicable to policies withdrawn during the cooling-off period. In such case, clients would receive a refund of any premium(s) (not including the premium discount amount) and levy(ies) paid (both in the original payment currency) to Hong Kong Life, without any interest.
21. The Full Term Premium Discount is non-transferable and cannot be redeemed for cash and is not applicable to the premium on renewal of the existing policy.

Specific Terms and Conditions of the Coffee Coupon Rewards:

22. Subject to the General Terms and Conditions and the Specific Terms and Conditions herein, after the policy of the Eligible Life Insurance Plan in Incentive Table being successfully issued and the Annualized First Year Premium of Basic Plan of such policy being not less than HKD1,000, clients may enjoy HKD50 coffee coupon (the "Coupon").
23. In case of any changes made by the clients in the first policy year, which results in the requirements for the Coupon not being fulfilled, Hong Kong Life reserves the right to disqualify such client's entitlement to the Coupon and such client agrees to reimburse Hong Kong Life for the amount of the Coupon already granted to such client upon request.
24. Clients would not be entitled to the Coupon if they withdraw their policies during the cooling-off period.
25. The Coupon will be delivered by post or email after the cooling off period of the policy of the Eligible Life Insurance Plan, given that the policy must be in force.
26. Hong Kong Life shall under no circumstances (including mailing / email process) re-issue or exchange the Coupon if stolen, lost, undelivered or expired and shall assume no responsibility therefor whatsoever.
27. Under no circumstances can the Coupon be converted into cash.
28. If the Coupon is cancelled or terminated or unavailable for any reason(s), Hong Kong Life shall have the full and absolute right to replace it with alternative gifts or coupons without giving prior notice to the clients.
29. Hong Kong Life is not the supplier of the Coupon and the use of the Coupons is subject to the terms and conditions stipulated by the supplier. Hong Kong Life shall not be held responsible in relation to the terms and conditions and any other relevant matters relating to the Coupon.

Please contact Hong Kong Life's Data Protection Officer at 2290 2882 or mail your written request to 15/F Cosco Tower, 183 Queen's Road Central, Hong Kong if you request Hong Kong Life Insurance Limited not to use your personal data for direct marketing purposes. No charge shall be levied on such arrangement.

Should you have any enquiry on the Incentive, please call Hong Kong Life Customer Services Hotline at 2290 2882.

Hong Kong Life Insurance Limited

15/F Cosco Tower, 183 Queen's Road Central, HK



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