

Press Release

31 May 2022

## Hong Kong Life Clinches Outstanding Wealth Inheritance Award at the GBA Insurance Awards 2022 (HK Region)

Hong Kong Life has been honored with Outstanding Wealth Inheritance Award at GBA Insurance Awards 2022 (HK Region) organized by Metro Finance, which symbolizes the market recognition on our wealth and legacy products. The award ceremony was held on 31 May at JW Marriott Hotel Hong Kong.

Ms. Micky Cho, Chief Marketing Officer of Hong Kong Life, said, "It is a great honor to receive the Outstanding Wealth Inheritance Award at GBA Insurance Awards 2022 (HK Region). Hong Kong Life has always adhered to the family centric approach and provides diversified insurance plans to safeguard our customers as well as their loved ones. The Wealth Accelerator Life Protection Plan provides potential for sustainable wealth growth to customers and let them enjoy the fruitful achievements with their loved ones, and even pass on to next generations."

Hong Kong Life is recognized for its Wealth Accelerator Whole Life Protection Plan Series which caters to long-term saving targets and aims to accumulate customers' capital with potentially higher returns. The Plan offers the first-in-market<sup>1</sup> Change to two Life Insureds Option, which allows Policyowner to convert the existing policy into two new policies, while the Policyowner of each new policy could change the Life Insured for unlimited times according to his/her needs so that the accumulated wealth will be passed on to next generations and gain further growth till age 130 of the Initial / New Life Insured.

Organized by Metro Finance, GBA Insurance Awards 2022 (HK Region) recognizes insurance institutions for their outstanding products and innovative services and enhances the development of the industry. It also aims to establish a creditable benchmark on insurance products and services for citizens at Greater Bay Area.

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Photo 1 : Ms. Micky Cho, Chief Marketing Officer of Hong Kong Life (right) receives the “Outstanding Wealth Inheritance Award” at the award ceremony of GBA Insurance Awards 2022 (HK Region)” organized by Metro Finance



Photo 2 : Mr Raymond Chang, General Manager of Hong Kong Life (right), Ms Micky Cho, Chief Marketing Officer of Hong Kong Life (center), and Mr Steven Lam, Head of Marketing & Product Development of Hong Kong Life (left) attended the Award Presentation Ceremony of the GBA Insurance Awards 2022 (HK Region).

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Note:

1. "First - in - market" is stated by comparing to the same type of life insurance products in the market as of June 2020 when Wealth Accelerator Whole Life Protection Plan II first launched.

### **About Hong Kong Life**

Established in 2001, Hong Kong Life Insurance Limited ("Hong Kong Life") was founded by five local financial institutions including Asia Insurance Company Limited, Chong Hing Bank Limited, CMB Wing Lung Bank Limited, OCBC Wing Hang Bank Limited and Shanghai Commercial Bank Limited, which laid their foundations and have been serving people in Hong Kong for more than 50 years in average. Through our extensive network of around 150 distribution points comprising Chong Hing Bank, CMB Wing Lung Bank, OCBC Wing Hang and Shanghai Commercial Bank, we provide a comprehensive range of insurance services.

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