

Press Release

Hong Kong Life Wins the “Best InsurTech Innovation” at the Insurance Excellence Awards 2022

Hong Kong Life Insurance Limited (“Hong Kong Life”) is committed to integrating innovative technologies into business and providing premium insurance products and services to customers. As the first local insurer to adopt “iAM Smart” for both customer identity verification and account login, Hong Kong Life has been honoured with the “Best InsurTech Innovation” at the Insurance Excellence Awards 2022 organised by *iMoney Magazine*, a testament to the industry recognition of our digital services innovation.

Ms. Margaret Tsang, Chief Operating Officer of Hong Kong Life, said, “We are deeply honoured to receive the ‘Best InsurTech Innovation’ at the Insurance Excellence Awards 2022. With a proactive approach to leveraging insurtech, Hong Kong Life utilises ‘iAM Smart’ for both customer identity verification and account login. Customers will be able to access diversified services and apply for insurance products in a more convenient and secure manner through our Client Corner. The award is both recognition of and encouragement to our innovation in digital services. We will continue to develop insurtech applications to enrich our digital services and provide a more personalized and convenient insurance service to our customers.”

“iAM Smart” mobile app provides the one-stop personalised digital services platform, which enables users to log in and use online services by their personal mobile phone in a smart and convenient way. Adding “iAM Smart” as the login option for Hong Kong Life’s Client Corner, customers can perform biometric authentication with a single digital identity to login their accounts through personal mobile phones without using their usernames and passwords. The customers' identity is verified through “iAM Smart” during login, which enables Hong Kong Life to identify all instructions are given by the customer and grant authority to customers more efficiently on sensitive information of their insurance policies.

Organised by *iMoney Magazine*, the Insurance Excellence Awards recognize insurance companies in Hong Kong with outstanding performance in professional services, innovation, and social responsibility. Winners are rigorously selected by a judging panel of industry professionals and voted online by the public.





Photo 1 : Ms. Margaret Tsang, Chief Operating Officer of Hong Kong Life receives the “Best InsurTech Innovation” trophy on behalf of the Company at the award presentation ceremony of the Insurance Excellence Awards 2022.



Photo 2 : Ms. Margaret Tsang, Chief Operating Officer of Hong Kong Life (Centre), Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life (left) and Mr. Joe Wong, Head of Life Operations of Hong Kong Life (right) attended the award presentation ceremony of the Insurance Excellence Awards 2022.



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 140 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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