

19 June 2023

Press Release**Hong Kong Life Receives the Most Innovative Product Award (Life Insurance - Health) at GBA Insurance Awards 2023 (Hong Kong & Macau)
Organized by Metro Finance**

Hong Kong Life has been awarded the Most Innovative Product Award (Life Insurance - Health) at GBA Insurance Awards 2023 (Hong Kong & Macau) organized by Metro Finance. The organizer aims to provide an objective and credible indicator of insurance products and services for the people of the Greater Bay Area, and to commend the products and services provided by insurance institutions. The Most Innovative Product Award (Life Insurance - Health) purposes to acknowledge the life and medical insurance products that are innovative and meet the needs of the market. The award ceremony has been held on June 19, 2023 at the JW Marriott Hotel in Hong Kong. Winning this award serves as an evidence that Hong Kong Life's life and medical insurance products are widely recognized by the market.

Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life, said, "We are honored to be awarded the Most Innovative Product Award (Life Insurance - Health) at GBA Insurance Awards 2023 (Hong Kong & Macau) organized by Metro Finance. Most of the traditional insurance products focus on personal protection, but we strongly believe that life insurance is an indispensable part of family planning. Therefore, we try to break through the tradition by taking 'Protecting the Family' as the starting point for our product development. We have launched a range of products that focus on family protection, which aim to offer our customers convenient and high-quality insurance product options that cater their unique family needs."

The company has been awarded the Most Innovative Product Award (Life Insurance - Health) for its Family Care Dread Disease Protection Plan and the Family Guardian Refundable Hospital Income Protection Plan. These plans incorporate family elements into their coverage, not only provide personal protection, but also extend coverage to family members for additional protection. The "Family Care Dread Disease Protection Plan" is designed to cover three generations of a family and specially offers "Family Cancer Benefit" to the policyowner's spouse, parents and children. The "Family Guardian Refundable Hospital Income Protection Plan" provides the policyowner's spouse or children with First-in-Market[#] "Family Daily Hospital Income Benefit".

[#] "First-in-market" is stated by comparing to the same type of hospital income insurance products on the market as of September 2022 when Family Guardian Refundable Hospital Income Protection Plan was first launched.

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Photo 1 : Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life (right) receives the Most Innovative Product Award (Life Insurance - Health) at GBA Insurance Awards 2023 (Hong Kong & Macau) organized by Metro Finance.



Photo 2 : Mr. Raymond Chang, General Manager of Hong Kong Life (center), Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life (left), and Mr. Steven Lam, Head of Marketing & Product Development of Hong Kong Life (right) attended the Award Presentation Ceremony of the GBA Insurance Awards 2023 (Hong Kong & Macau) organized by Metro Finance.

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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 130 distribution points comprising Chong Hing Bank, CMB Wing Lung Bank, OCBC Wing Hang Bank and Shanghai Commercial Bank, we provide a comprehensive range of insurance products and services.

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