

20 October 2023

Press Release**Hong Kong Life launches a 10-week “Care We On Health Challenge”
Giving out eCoupons worth HKD40,000 in total**

Hong Kong Life has announced the launch of a 10-week reward campaign named as “Care We On Health Challenge”. The campaign integrates game elements into the official WhatsApp account of Hong Kong Life, allowing participants to grasp health tips and win rewards through a simple interactive Q&A game, thereby encouraging and promoting the cultivation of healthy lifestyle and habits.

From now until 28 December 2023 (the “Campaign Period”), participants can join the “Care We On Health Challenge” (the “Campaign”) through the WhatsApp link (<https://bit.ly/45Aqayg>) of the Campaign. Participants will instantly receive the multiple-choice question (“Weekly Question”) related to physical and mental wellness, Hong Kong Life will automatically send out the Weekly Question to participants via WhatsApp on every Friday. Participants may answer each Weekly Question within the designated time frame. The first 200 participants who answer the Weekly Question will be entitled to a HKD20 eCoupon, and those who participate continuously for 10 weeks will have a chance to win a total of HKD200 eCoupons.

Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life, said, “Hong Kong Life launched its official WhatsApp Official Account in this September. We are now attempting to incorporate game elements into the WhatsApp platform by introducing the ‘Care We On Health Challenge’, which combines simple Q&A sessions with instant rewards, providing our participants with a brand-new gaming experience. Through the health tips and rewards offered by the campaign, we hope to encourage participants to establish a healthy lifestyle in long term and embark on a healthy journey together with Hong Kong Life.”

香港人壽保險有限公司 Hong Kong Life Insurance Limited

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Timeline of 「Care We On Health Challenge」

Week	Start Date (Every Friday)	Deadline (Every Thursday at 11:59 pm)
1st week	20 October 2023 (12:00 noon)	26 October 2023
2nd week	27 October 2023	2 November 2023
3rd week	3 November 2023	9 November 2023
4th week	10 November 2023	16 November 2023
5th week	17 November 2023	23 November 2023
6th week	24 November 2023	30 November 2023
7th week	1 December 2023	7 December 2023
8th week	8 December 2023	14 December 2023
9th week	15 December 2023	21 December 2023
10th week	22 December 2023	28 December 2023

“Care We On Health Challenge” is subject to the terms & conditions (<https://bit.ly/3QnUAzq>).



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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 Bank (Hong Kong) 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 Bank and Shanghai Commercial Bank, we provide a comprehensive range of insurance products and services.

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