

8 December 2023

**Press Release**

**Hong Kong Life and Hong Kong Playground Association  
Jointly Organized Hoi Ha Wan Eco Tour  
To Increase Environmental Awareness of Young Generation**

Hong Kong Life Insurance Limited (“Hong Kong Life”) is committed to implementing comprehensive Environmental, Social and Governance elements into corporate strategies as well as actively participating in charitable events and promoting environmental education in local community to build a better and more sustainable future. On 3 December 2023, Hong Kong Life and Hong Kong Playground Association jointly organized the Hoi Ha Wan Eco Tour, leading a group of primary school students to visit the Hoi Ha Marine Life Centre operated by the World Wide Fund For Nature Hong Kong, to deliver a unique learning experience to students and enhance their understanding of the local marine environment and environmental conservation.

Hoi Ha Wan was designated as one of the first marine parks in Hong Kong in 1996, and the Hoi Ha Marine Life Centre was established in 2003 as an important marine education centre with a diverse range of marine life. On the day of the event, under the leadership of World Wide Fund For Nature Hong Kong, students and volunteers from Hong Kong Life learned about the marine ecosystem and marine park and marine reserves, and observed the plankton through microscopes. Under the guidance of professional conservation staff, they took a glass-bottomed boat ride to have a closer view of various marine organisms such as corals and fishes to understand the ecological value of Hoi Ha Wan and realize the importance of environmental protection.

Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life, said, “Hong Kong Life has been actively promoting the concept of sustainable development towards young people and our community through organizing diversified environmental education activities, and adopting a healthy and green lifestyle in daily life. We believe that interesting experiential learning can help participants to explore and understand the rich marine resources of Hong Kong, thereby learning to conserve nature together. In this event, our volunteer team and a group of primary school students took a ride on Hong Kong's first glass-bottomed boat at the Marine Life Centre in Hoi Ha Wan to enjoy the colorful underwater world, including corals and underwater ecosystem and learn about different marine life. This tour encourages everyone to protect the natural environment.”

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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 comprehensive insurance products and quality services to customers.

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