

25 March 2024

Press Release

**Hong Kong Life has been honored with the
“Most Outstanding Life Insurance Company of the Year” at the
HKCT Business Awards 2024**

HKL has received the prestigious title of the “Most Outstanding Life Insurance Company of the Year” at the HKCT Business Awards 2024, which recognizes Hong Kong Life’s exceptional achievements in providing excellent products and services to its customers and reaffirms its trusted brand position in the insurance market.

With a strong presence in Hong Kong for 23 years, Hong Kong Life leverages the extensive expertise of its shareholding institutions and an extensive distribution network to offer diversified life insurance products, including individual, group and commercial insurance solutions, empowering customers to achieve different wealth management goals at different life stages, and to meet their needs for long-term asset appreciation and wealth inheritance.

Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life, said, “Hong Kong Life values its commitment to its customer and continuously innovates in product development, marketing promotion, and customer services. We aim to walk alongside with our customers to meet different opportunities and challenges throughout their life journeys. In recent years, Hong Kong Life has also actively expanded digital services, including the enhancement of online customer portal and insurance application services, adopting ‘iAM Smart’ authentication and form-filling services, etc. to strengthen the connection with customers through various electronic services. We also launched different marketing campaigns, such as client incentives and social media games, etc. to ensure that customers as well as the general public can experience Hong Kong Life’s all-rounded care and services.”

Mr. Jonathan Ko added, “Being selected as the ‘Most Outstanding Life Insurance Company of the Year’ symbolizes the market recognition of Hong Kong Life’s efforts and performance over the years. Moving forward, Hong Kong Life will strive for continuous improvement to elevate the product and service standards, and to better position the company in the insurance market and drive the sustainable development of the company.”

The award presentation ceremony of “HKCT Business Awards 2024” was held on 14 March 2024 at the Rosewood Hong Kong. The awards, organized by Hong Kong Commercial Times, aim to

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

香港皇后大道中183號中遠大廈15樓 15/F Cosco Tower, 183 Queen's Road Central, HK



HKLlife.com.hk

recognize the efforts and achievements of companies over the past year and encourage them to continue enhancing their market competitiveness and exploring new economic directions.



Photo 1: Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life (left) received the “Most Outstanding Life Insurance Company of the Year” Award on behalf of Hong Kong Life at the HKCT Business Awards 2024.



Photo 2: Mr. Raymond Chang, General Manager of Hong Kong Life (left) and Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life (right) attended the Award Presentation Ceremony of the HKCT Business Awards 2024 organized by Hong Kong Commercial Times.

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香港皇后大道中183號中遠大廈15樓 15/F Cosco Tower, 183 Queen's Road Central, HK

2290 2882

HongKongLifeCS@hklife.com.hk

Facebook Instagram LinkedIn WeChat

hklifeinsurance

2530 5682



HKLlife.com.hk

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 to customers.

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