

Press Release

Hong Kong Life Mobile App and Lucky Draw

23 September 2015 - Hong Kong Life Insurance Limited (“Hong Kong Life”) launched **“Hong Kong Life Mobile App”** for smartphone users and held a **Lucky Draw** to deliver HKD14,000 Telecom Coupon and smartphones as prizes. Both Hong Kong Life existing clients and non-client can participate in the Lucky Draw.

The promotion period lasts until 20 October. Smartphone user can participate in the Lucky Draw after downloading **“Hong Kong Life Mobile App”** and clicking “Latest News” function. The game lasts for four weeks. Three prize winners will be drawn by Hong Kong Life randomly every week and prizes include:

1st prize (one winner per week, total four winners): Smartphone x 1: iPhone 6 Plus (64G) <1st Phase> 、 Samsung Galaxy S6 edge <2nd Phase> 、 Sony Xperia Z3+ <3rd Phase> 、 LG G4 Dual-LTE <4th Phase>

2nd prize (one winner per week, total four winners): Wilson Communications Ltd Coupon valued HKD1,000

3rd prize (one winner per week, total four winners): Wilson Communications Ltd Coupon valued HKD500

Participants without winning the game will be automatically entitled to the Lucky Draw held next week and even Lucky Draw for Grand Prize Wilson Communications Ltd Coupon valued HKD8,000. The earlier the enrollment the higher the chance to win the game.

Hong Kong Life Chief Marketing Officer Kennex Chan said, “We hope to strengthen our relationship with existing clients and approach more clients with different backgrounds through the launch of **“Hong Kong Life Mobile App and Lucky Draw”**”. Our mobile app has various useful functions such as promotions of Hong Kong Life and its’ partners, health tips, lucky draw and activities etc. Users can easily control the app functions because of the simple interface.”

Both iOS (App Store Download: <https://goo.gl/2o5xxp>) and Android (Google Play Download: <https://goo.gl/fdK4GF>) users are entitled to “**Hong Kong Life Mobile App**”. Simple interface includes six functions:

1. Psychological Test: Find out clients’ saving philosophy through interesting test
2. Promotions: List out joint promotion with partners such as Wai Yuen Tong, Squina, Jumpin Gym U.S.A, and MSL Nutritional Diet Centre for purchase discounts and gifts
3. Dietitian Enquiry: Provide free dietitian health knowledge
4. Health Tips: Provide free tests and health tips
5. Latest News: Show Hong Kong Life promotions, lucky draw, activities and talks details
6. About Us: Introduce Hong Kong Life background and distribution network

Remarks:

¹ Person aged 18 years old or above and with Hong Kong ID Card can take part in the Lucky Draw. Terms and conditions apply. Please visit [Hong Kong Life Website](#) and Lucky Draw Enrollment Form for details. Trade Promotion Competition Licence 45973 – 4.

² The promotion period of Lucky Draw lasts between 23 September to 20 October 2015 (23:59pm), including the first and the last day.

³ There are five phases for Lucky Draw. 13 prize winners will be drawn by computer randomly. Participants without winning the game will be automatically entitled to the Lucky Draw held next week. All participants taking part in any one of the phases will be entitled to Lucky Draw for Grand Prize. The winner of first three phases will be announced in “Hong Kong Life Mobile App”. All winners in five phases will be listed in Sing Tao Daily, The Standard, “Hong Kong Life Mobile App” and Hong Kong Life Website on 18 November 2015.

Phase	Enrollment Date	Lucky Draw Date	Results Announcement Date	No. of winners and gift details
1st	23 – 29 September 2015	5 October	6 October	1st prize (one winner) : Smartphone x 1^ 2nd prize (one winner): Wilson Communications Ltd Coupon valued HKD1,000 3rd prize (one winner): Wilson Communications Ltd Coupon valued HKD500
2nd	30 September – 6 October 2015	12 October	13 October	
3rd	7 – 13 October 2015	19 October	20 October	
4th	14 – 20 October 2015	11 November	18 November	
Grand Prize	23 September – 20 October 2015	11 November	18 November	Grand Prize (one winner): Wilson Communications Ltd Coupon valued HKD8,000

^ iPhone 6 Plus (64G) <1st Phase> 、 Samsung Galaxy S6 edge <2nd Phase> 、 Sony Xperia Z3+ <3rd Phase> 、 LG G4 Dual-LTE <4th Phase>



Both iOS and Android users are entitled to **“Hong Kong Life Mobile App”**. Simple interface includes six functions such as Promotion Discounts, Free Dietitian Enquiry and Health Tips.

App Store Download: <https://goo.gl/2o5xxp>

Google Play Download: <https://goo.gl/fdK4GF>



The launch of **“Hong Kong Life Mobile App”** and **Lucky Draw** will deliver HKD14,000 Telecom Coupon and smartphones in four consecutive weeks for 13 winners. Enrollment lasts until 20 October.