

27 March 2024

Press Release**Hong Kong Life Wins the “Best Market Value Brand Award”
at the HKDA Brand Design Awards 2024**

Since the establishment in 2001, Hong Kong Life has dedicated significant effort to meticulously crafting our brand identity and image in the minds of customers. We recognize that branding is a continuous endeavor that demands consistent effort and vigilant monitoring to be attuned to evolving market and consumer preferences.

Recently, Hong Kong Life has been awarded the “Best Market Value Brand Award” by Hong Kong Designer Association at the HKDA Brand Design Awards 2024, marking the recognition of its professional insurance brand identity. The award presentation ceremony was held on 14 March 2024 at the Sky100 Hong Kong Observation Deck. “HKDA Brand Design Awards 2024” aims to reward outstanding and creative brands under the evaluation of eminent leaders from design industry, based on five criteria including brand image, market value, sustainability, tech & innovation and user experience.

Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life, said, “Hong Kong Life is honored to receive the ‘Best Market Value Brand Award’. We deeply believe that an outstanding brand identity is built upon the understanding of customer needs and market trends. Through the continuous enhancement and innovation, we have gained the trust and recognition of customers which fostered our sustainable and reliable partnership relationship with them. Over the past year, we launched a series of brand promotion including the movie and stage play sponsorship, online and offline advertisement and social media promotion to get closer to the public and further enhance our brand awareness. Looking forward, Hong Kong Life will stay vigilant and keep step with evolving market dynamics and customer preferences, serving a more comprehensive brand experience with customers by the creative marketing, products and services.”

Hong Kong Life safeguards and enhances our brand image by dedicated substantial efforts to different areas:

1. Brand Identity

We have devoted meticulous effort to the development and upkeep of a robust visual and verbal brand identity, including our name, logo and overall design aesthetic.

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The “Chains” featured in our logo symbolizes the interconnectedness of our shareholders that come together to provide comprehensive protection for customers and represents our commitment to provide high-quality insurance products and services.

As an insurance company based in Hong Kong, Hong Kong Life places significant emphasis on our name to underscore the deep connection we have with our local customers. We leverage our knowledge, expertise, and understanding of local culture to serve different customer groups in Hong Kong.

2. Brand Positioning

We have strategically articulated our brand’s positioning in the marketplace, emphasizing our distinct value proposition, target audience and our differentiation to our competitors.

Our Commitment to Promoting Healthy Lifestyle and Preserving Local Culture.

In May 2023, Hong Kong Life sponsored a local movie + music concert campaign that lasted for 4 months, aimed at promoting healthy lifestyle, preserving local culture, and fostering a positive and more vibrant atmosphere to the society.



In Aug 2023, Hong Kong Life sponsored the stage play "Tuesdays with Morrie", which is adapted from the world-renowned book "Tuesdays with Morrie". Through the sponsorship, Hong Kong Life aims to inspire the public to reflect on the meaning of life, infuse positive energy into the society, and introduce the colorful world of stage plays.

In the forth-quarter of 2023, Hong Kong Life launched an online 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. We encouraged the participants to visit our corporate website, mobile app, and social media platforms for our latest information & interaction with us.



3. Technology & Innovation

Hong Kong Life has always been committed to providing quality insurance services and making good use of InsurTech to bring new experience to customers. Hong Kong Life is the first Hong Kong insurer to adopt “iAM Smart” for customer identity verification & account login, and e-ME Form Filling for selected insurance application. This authentic function provides customers a secured and convenient way to sign in and ensures the information accuracy to shorten the application process. Hong Kong Life received the prestigious award of the “Best InsurTech Innovation” at the Insurance Excellence Awards 2022 organized by iMoney Magazine, which validates Hong Kong Life’s innovative digital services recognized by the industry.



Hong Kong Life received an industrial award – “Outstanding Wealth Inheritance Award” in 2022 for its Wealth Accelerator Whole Life Protection Plan Series which caters long-term saving targets and aims to accumulate customers’ capital with potentially higher returns. The Plan offers the first-in-market¹ “Change to two Life Insureds Option”, which allows Policyowner to convert the existing policy into two new policies, while the Policyowner of each new policy could change the Life Insured for unlimited times according to his/her needs so that the accumulated wealth will be passed on to next generations and gain further growth till age 130 of the Initial / New Life Insured.



In 2023, Hong Kong Life was awarded with “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-Market² "Family Daily Hospital Income Benefit".

4. Sustainability

As a socially responsible company, our commitment to environmental protection is unwavering. We actively undertake various initiatives to minimize our carbon footprint through sustainable operations, responsible investments, accelerated digital transformation, and paper usage reduction. We deeply care about our society and are committed to making a positive impact. We actively promote mental and physical wellbeing among our customers and employees, support sustainable community development, fulfill our Corporate Social Responsibilities, prioritize diversity and inclusion, ensure workplace health and safety, and actively engage in different kinds of community services.





Photo 1: Hong Kong Life has been awarded the “Best Market Value Brand Award” by Hong Kong Designer Association at the HKDA Brand Design Awards 2024.



Photo 2: Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life attended the Award Presentation Ceremony of the HKDA Brand Design Awards 2024 organized by Hong Kong Designer Association.

Note:

1. “First-in-market” is stated by comparing to the same type of life insurance products in the market as of June 2020 when Wealth Accelerator Whole Life Protection Plan II first launched.
2. “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.

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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