

28 February 2025

## Press Release

### Hong Kong Life is awarded with the “Excellent Brand of Life Protection and Legacy Planning” at “Hong Kong Leaders' Choice 2025”

As a local insurer rooted in Hong Kong, Hong Kong Life has dedicated to creating competitive products, attentive customer experiences and reliable brand image with the service philosophy of being customer-centric and innovative. Recently, Hong Kong Life has been awarded the “Excellence Brand of Life Protection and Legacy Planning” with its “Wealth Accelerator Multi-Currency Plan” at “Hong Kong Leaders' Choice 2025” organized by Metro Finance that symbolizes the high recognition for its brand image, life protection and legacy product. The award ceremony was held at JW Marriott Hotel Hong Kong on 24 February 2025 with the attendance of Hong Kong Life’s management, hundreds of distinguished guests to share the joy of awarded enterprises.

“Wealth Accelerator Multi-Currency Plan” is a long-term savings insurance product which integrates flexible wealth management and prospective wealth succession, with the features of Change of Policy Currency Option, Policy Split Option, Wealth Succession Bonus, Flexible Change of Life Insured, Contingent Policyowner and Contingent Life Insured Arrangement, etc. Customers can enjoy flexible wealth management with potentially higher returns that best suit their personal needs such as children's overseas study, foreign property investment and risk management on wealth.

Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life, said, “Hong Kong Life is delighted to be awarded with the ‘Excellence Brand of Life Protection and Legacy Planning’ with the recognition by professional judges from different sectors. We always value our intimate connection with customers. The dedication of all our staff to providing quality products and attentive services has greatly enhanced the trust of customers and the public in our brand. In recent years, more customers focus on wealth succession planning. We leverage our insurance profession and experience to integrate diversified features in product development, aiming to provide customers with more comprehensive and sustainable choices on long-term wealth accumulation and succession. Looking forward, we will adhere to our service philosophy, continuously develop and optimize products and services tailored to meet customers’ needs, and to showcase the unique market advantage of Hong Kong Life.”

“Hong Kong Leaders' Choice 2025” is organized by Metro Finance with the judging panel of local prominent leaders, celebrities, industrial and commercial enterprises. The selection of prestigious

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brands in Hong Kong Leaders' Choice is based on five criteria including Marketing Strategies / Branding Management, Market Recognition and Contribution, Customer Satisfaction, Brand Awareness, Branding Management. The award affirms the excellence of awarded enterprises and highlights the competitive advantages of quality brands.



Mr. Raymond Chang, General Manager of Hong Kong Life (Centre), Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life (Left), and Mr. Steven Lam, Head of Marketing & Product Development of Hong Kong Life (Right), attending the award ceremony of Hong Kong Leaders' Choice 2025 organized by Metro Finance.

### **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 (Hong Kong) and Shanghai Commercial Bank, we offer an integrated one-stop service of insurance and financial planning to customers.

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