

9 May 2025

Press Release

Hong Kong Life as the Title Sponsor of the “Greater Bay Area Snooker Culture Challenge” Promote the spirit of “Serious, Focused, Strive for Excellence”

Hong Kong Life is pleased to announce its title sponsorship of “Greater Bay Area Snooker Culture Challenge”, in collaboration with organizers - Ming Snooker Club, Sum Supreme Media and Sum Supreme Sport, to present an exciting snooker event. The challenge will take place on 10 and 11 June 2025 at the Queen Elizabeth Stadium in Hong Kong, featuring the snooker stars, including the “World No. 1”, Judd Trump, renowned player Jack Lisowski, Thai player Thepchaiya Un-Nooh, Chinese snooker star Zhang Anda and the rising talent Chen Qien.

The event will also invite Mr. Andy Lam and Mr. Jackey Ma, the representatives from the Hong Kong Phab Snooker Association, to team up with world-class players for an exhibition match. Andy and Jackey both won the bronze medals in the G3 and G1 classification group respectively at the 2025 World Disability Snooker Championship in March 2025. The event aims to further raise public awareness of para-athletes.

Hong Kong Life aims to promote the spirit of “Serious, Focused, Strive for Excellence” through its sponsorship of the snooker challenge. During competitions, snooker players need to maintain intense concentration, adjust their tactics based on their opponents’ rhythms, while also demonstrate the harmony of mind and body to pot balls in sequence for accumulating points to win. Similarly, Hong Kong Life is dedicated to developing comprehensive life insurance products and keenly responding to evolving customer needs and market dynamics. By continuously enhancing the products and services, Hong Kong Life strives to support customers in achieving different life goals for a better future.

Moreover, Hong Kong Life has always been committed to promoting the development and inheritance of sports culture. This snooker competition can create a platform for players from various regions to exchange their expertise while allowing the public to watch the matches, encouraging more people to

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develop a habit of doing exercise and foster physical and mental wellness. Hong Kong Life also hopes to create a stage for the para-athletes through the demonstration matches, allowing them to showcase their talents, and to convey a positive message about inclusivity.

Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life, said, "Hong Kong Life is delighted to be the title-sponsor of the 'Greater Bay Area Snooker Culture Challenge', partnering with the organizers to bring an exciting snooker event to Hong Kong citizens, allowing everyone to experience the charm and positive energy of sports. This competition not only provides citizens with the chance to participate in and watch the performance of world-class snooker players, but also builds a stage for Hong Kong's para-athletes to interact with top snooker talents, creating an ideal environment for inclusivity. Hong Kong Life hopes to promote the spirit of 'Serious, Focused, Strive for Excellence' through this event. We have always focused on developing diversified and high-quality life insurance products, persisted in innovation and improvement and also continuously enhanced our products and services, to help our customers create greater value in their life journeys."

Information about the "Greater Bay Area Snooker Culture Challenge":

- Ticket Sale Dates:
 - 9 May: Priority sale at Trip.com
 - 19 May: Public sale at URBIX (www.urbtix.hk)
- For more information about "Greater Bay Area Snooker Culture Challenge", please visit "Greater Bay Area Snooker Culture Challenge" Official Facebook Page:
<https://www.facebook.com/Greaterbaysnooker>

SUCCESSION OF GENTLEMEN SPIRIT

THEPCHAIYA UN-NOOH (培翹亞·烏諾)

ZHANG ANDA (張安達)

JUDD TRUMP (賈德·卓林普)

JACK LISOWSKI (傑克·利索夫斯基)

CHEN QIEN (陳謙恩)

香港人壽 hong kong life 冠名贊助

推動大灣區 桌球文化挑戰賽

洛城盃

GREATER BAY AREA SNOOKER CULTURAL CHALLENGE

地點VENUE
香港灣仔伊利沙伯體育館
THE QUEEN ELIZABETH STADIUM

日期DATE
2025年6月10日(初賽日) - 2025年6月11日(四強及決賽)
JUNE 10, 2025 (PRELIMINARY ROUND) - JUNE 11, 2025 (SEMI-FINALS AND FINAL)

票價PRICE
6月10日:VIP*1180/A區*880/B區*680 | 6月11日:VIP*1380/A區*1080/B區*880 | 6月10&11日兩日通行證:VVIP*3380

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主辦單位: 協辦單位: 全力支持單位:

支持單位:

"Greater Bay Area Snooker Culture Challenge" title-sponsored by Hong Kong Life, organized by Ming Snooker Club, Sum Supreme Media and Sum Supreme Sport, will take place on June 10 and 11, 2025 at Queen Elizabeth Stadium in Hong Kong, bringing together world-class snooker players to compete, including Judd Trump, the current world no. 1, Jack Lisowski, Zhang Anda, Thepchaiya Un-Nooh, and young talent Chen Qien.

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

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