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Press Release

Hong Kong Life Sponsors Local Sailing Team B.L.U. Advocating its Corporate Spirit of “Fearless against Challenges and Pursuing Excellence”

Hong Kong Life sponsors the local sailing team B.L.U. for races this year to promote its spirit of “Fearless against Challenges and Pursuing Excellence”, fostering sports development and heritage. Following the impressive achievements in the “Monsoon Spring Series 2025” held on 12 April, the B.L.U. sailing team again participated in another race, “BMW Spring Regatta 2025”, on 10 May, continuing to navigate challenges and pursue breakthroughs!

Rooted in Hong Kong for over 20 years, Hong Kong Life has always adhered to its corporate spirit of “Fearless against Challenges and Pursuing Excellence”, focusing on understanding customers’ needs and market changes. By leveraging the insurance profession and experience, Hong Kong Life delivers innovative and diversified products and services and strives to become the best insurance partner for customers at every stage of their lives. Its corporate spirit resonates with sailing competitions, both emphasizing high levels of teamwork and technical standards, and the ability to adapt strategies to changing environments to maintain a leading position.

On the day of the “BMW Spring Regatta 2025”, the B.L.U. sailing team adapted to the changing environment by performing different roles, such as analyzing strategies, adjusting the sailing ropes, and managing the sails, to ensure the boat advanced smoothly. They successfully completed the race and fully demonstrated the spirit of “Fearless against Challenges and Pursuing Excellence”.

Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life, said, "Sailing races have a history of over a hundred years in Hong Kong, witnessing the development of sports culture here. Through this sponsorship of the sailing team, Hong Kong Life hopes to promote sports development and heritage, and encourage the public to participate in sports and embark on a healthy and energetic lifestyle. Furthermore, despite encountering unpredictable sea conditions during the race, the B.L.U. sailing team maintained a high level of focus and a proactive attitude, successfully completed the race and embodying the spirit of 'Fearless against Challenges and Pursuing Excellence.' Over the years, Hong Kong Life's team has embraced the same spirit, leveraging professional insurance knowledge and experience to focus on developing diversified products and services, accompanying customers to embrace challenges and opportunities in life journey. Looking ahead, we hope to further empower the community with vitality and positive energy through more sponsorships and participation in sports and cultural activities."

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

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BMW Spring Regatta 2025

The "BMW Spring Regatta 2025" is one of Hong Kong's oldest sailing races, organized by the Royal Hong Kong Yacht Club. The competition was held on May 10 and 11 in Victoria Harbour, featuring a total of two races, with the eastern harbour serving as the racecourse. This year's competition brought together over 90 sailing boats competing for awards.

About B.L.U.

The B.L.U. sailing team was established in 2014 and is dedicated to promoting the development of sailing sports. Over half of the team members hold sailing coach qualifications and have more than 10 years of sailing experience. The team has actively participated in various competitions over the years and has won championships in major events such as the Island Race, the China Cup, the Guangdong-Hong Kong-Macau Greater Bay Area Sailing Competition and the Macao Match Cup. The team also engages in sailing training and community activities, aiming to cultivate new generation of sailing enthusiasts and pass on the passion with the ocean culture.

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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