

Press Release

Hong Kong Life Title-Sponsors
“JOOX Canto Pop New Voices 2026 Greater Bay Area Singing Contest”
(《JOOX 港樂新聲 2026 大灣區唱將大賽》)
Promoting Cultural Heritage and Community Vitality Through Cantonese Music

Hong Kong, 16 January 2026 — Hong Kong Life Insurance Limited announces the title sponsorship of the “JOOX Canto Pop New Voices 2026 Greater Bay Area Singing Contest 《JOOX 港樂新聲 2026 大灣區唱將大賽》” (“JOOX Canto Pop New Voices”). Organized by the international music streaming platform - JOOX in collaboration with Sum Supreme Media, and co-organized by WeSing and Eternal Media, this grand event aims to nurture the next generation of singers, promote the Cantonese music culture, and strengthen exchange, dissemination and development of music culture in the Greater Bay Area.

As a trusted insurance company rooted in Hong Kong, Hong Kong Life has always adhered to the philosophy of “people-oriented”, providing the public with diversified life insurance products that comprehensively meet the needs in savings, medical, retirement, and legacy planning. Hong Kong Life also actively contributes to social welfares, fostering the sustainable development and inheritance of arts and culture. Through sponsoring “JOOX Canto Pop New Voices”, Hong Kong Life seeks to provide music talents with a stage to showcase their talents and to carry forward the unique charm of Canto pop music.

Mr. Jonathan Ko, Chief Marketing Officer of Hong Kong Life said, “Hong Kong Life has long emphasized creating comprehensive and efficient legacy solutions for its clients. Cross-generational inheritance is essential no matter for individual families or the whole society, to integrate accumulated resources into the new era, ensuring continuous development and improved quality of life under cultural diversity and changing times. Cantonese song is an important symbol of Hong Kong culture, carrying the emotions and memories of generations. Hong Kong Life firmly believes that by sponsoring ‘JOOX Canto Pop New Voices’, it can not only promote the inheritance of Hong Kong music and encourage the younger generation to bravely pursue their dreams, but also unite community strength, infusing the public with greater vibrancy and color while facilitating cultural exchange and interaction.”



“JOOX Canto Pop New Voices” is divided into four stages: online audition, online preliminary round, offline semi-final, and offline grand finals. A panel of professional judges will evaluate participants based on vocal ability, emotional impact, and stage performance. The top 60 contestants will advance to the online preliminary round, then further to the semi-final. The grand offline finals will be held in Hong Kong, bringing together accomplished professional singers to perform classic hits alongside contestants on stage, presenting audiences with a Cantopop extravaganza that blends professionalism with heartfelt nostalgia.

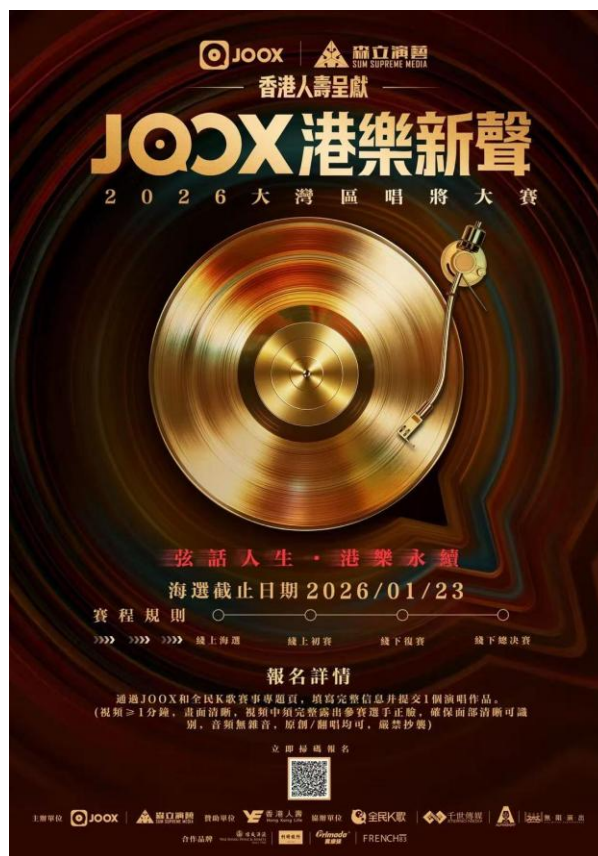
JOOX Canto Pop New Voices 2026 Greater Bay Area Singing Contest

(《JOOX 港樂新聲 2026 大灣區唱將大賽》)

Online auditions : 30 December 2025 to 23 January 2026

Enrollment Method : To successfully participate, please fill in all the required information and submit one singing work through the JOOX event page within the specific period.

Enroll Now : <https://static.joox.com/wesing/a/third-systems/release/forest-joox/YmhJcl47tQkyj7Hn/index.html>



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About Hong Kong Life

Hong Kong Life Insurance Limited ("Hong Kong Life") was established in 2001 and is committed in providing customers with comprehensive and convenient insurance and wealth management services through an extensive distribution network of approximately 130 distribution locations, including Chong Hing Bank, CMB Wing Lung Bank, OCBC Bank (Hong Kong), and Shanghai Commercial Bank. Since 9 October 2025, Hong Kong Life has officially become a member of the Yuexiu Group, following the successful completion of the acquisition of Hong Kong Life by Yue Xiu Enterprises (Holdings) Limited ("Yuexiu").

About Yuexiu Group

Yuexiu Group is a conglomerate ranking top in asset size among all state-owned enterprises in Guangzhou, having strong presence across different sectors including banking and finance, real estate, transportation infrastructure and food, etc. Yuexiu Group holds six listed platforms, namely Yuexiu Property (123.HK), Yuexiu Transport Infrastructure (1052.HK), Yuexiu Real Estate Investment Trust (405.HK), Yuexiu Services (6626.HK), Yuexiu Financial Holdings Group Co. Ltd. (000987.SZ) and China Asset Management – Yuexiu Highway REIT (180202.SZ). Yuexiu is the holding company of Chong Hing Bank Limited and Chong Hing Insurance Company Limited.

