

Press Release

Hong Kong Life Received “International WorkLife Balance Award”

15 June 2012 - Further to the accreditation of “Excellent Image of Enterprise 2009” presented by the “Actualdid” Spanish Magazine, Hong Kong Life Insurance Limited’s (“Hong Kong Life”) commitment to family friendly measures implementation had earned them another two respectable awards, which were the first-of-its-kind “Distinguished Family-Friendly Employers Award” presented by the Family Council of Hong Kong last year, and lately the **“International WorkLife Balance Award”** by the government of Italy. Hong Kong Life was delighted and highly encouraged by these awards of honor.

The scheme of **“International WorkLife Balance Award”** had come to the forth year. It was launched by the Lombardy Region of Italy & Catholic University of Milan. This year, the award was firstly opened for international nomination, which included Europe, America, Africa, and Asia & Oceania Regions, with the mission of rewarding organizations with good performance in work life balance, and fostering this positive culture in government, commercial & non-profitable organizations.

The panel of judges comprised of reputable government officials & advisors, scholars and community leaders. President of Lombardy Region Roberto Formigoni was the guest presenting award to Hong Kong Life this time who has good reputation and great achievement. In early-June this year, he visited China Vice President Xing Jinping for sharing view towards economic and trade cooperation.

A total of 147 applications were received this year, including government departments, social welfare sector and commercial organizations. Hong Kong Life had outperformed other 35 applicants and successfully got the championship of Asia & Oceania Regions. This award was not only a strong recognition of our splendid efforts in product development and service quality, but also proved that Hong Kong Life was a caring corporate citizen and treated employees as the most valuable asset.

Hong Kong Life Head of Marketing & Training Department Micky Cho was invited to Milan of Italy for the award presentation. She had shared the Hong Kong Life's employee benefit measures to over 300 guests, comprising senior officials, community and business leaders in the ceremony. Representatives from other organizations were also present. Subsequently, Micky Cho was presented the award from President of Lombardy Region Roberto Formigoni and she expressed deepest thanks to the organizer for giving Hong Kong Life a high recognition in family friendly commitment. Micky Cho said, "As a locally based company, Hong Kong Life was proud to receive this international award and believed that good employer-employee relationship would be a win-win situation for the employees and their families, companies, as well as the society. Looking ahead, Hong Kong Life will strive to develop an ideal workplace by valuing employees as the greatest asset."

Many renowned worldwide Italian based companies including Microsoft, Kraft Foods, Nestle and Johnson & Johnson, were other award-winning companies. Hong Kong Life will continue to launch more benefits and measures for employee care. Also regular policy review is also needed.



Hong Kong Life Head of Marketing & Training Department Micky Cho (centre) received the “**International WorkLife Balance Award**” from President of Lombardy Region Roberto Formigoni (left).



Hong Kong Life Head of Marketing & Training Department Micky Cho (1st from left) was glad to meet with the winners of other regions.