

Press Release

Hong Kong Life “Perfect 10 Whole Life Protector”

8 July 2011 - A lifelong commitment is the best way to protect the one being important to you. Hong Kong Life Insurance Limited (“Hong Kong Life”) launched **“Perfect 10 Whole Life Protector”** in 10th Anniversary, which only ten-year Premium is required for life protection up to aged 100 of the Life Insured.

If the Life Insured dies while the Plan is in force, the Total Death Benefit which is equal to the Sum Assured, plus Accumulated Dividends¹ (if any) and Terminal Dividend¹ (if any) will be paid to the Policy Beneficiary. Apart from whole life protection, “Perfect 10 Whole Life Protector” can help you to enjoy a life of ease. Annual Dividend¹ may be distributed annually as additional return. Even Premium Payment Term ends, clients can still be entitled to Annual Dividend until Policy Maturity. Starting from the 10th Policy Anniversary and onward, when the Policy is surrendered by the Policyowner, the Life Insured dies or upon Policy Maturity, clients can be entitled to Terminal Dividend¹. The premium rate will remain unchanged throughout the Premium Payment Term allowing you to have a better plan for your future.

Hong Kong Life Chief Marketing Officer Kennex Chan said, “Hong Kong Life decided to launch **“Perfect 10 Whole Life Protector”** in 10th Anniversary. The Sum Assured of the Plan is lower than similar products available in the market. It is suitable for fresh graduate, parents planning for children future and people looking for short-term premium payment plan with life protection.”

“Perfect 10 Whole Life Protector” is suitable for people aged 0 to 70. The Sum Assured is HKD100,000/ USD12,500 or above. For any successful application between 8 July to 29 September, clients can enjoy HKD20,000 supermarket coupon. For plan details, please refer to the product leaflet, contact Asia Insurance Company Limited, Chong Hing Bank Limited, Shanghai Commercial Bank Limited, OCBC Wing Hang Bank Limited and Wing Lung Bank Limited, call Hong Kong Life Application Hotline 22902888, or visit [Hong Kong Life Website](#).

¹Annual Dividend, Accumulated Dividends and Terminal Dividend are not guaranteed.



Hong Kong Life “Perfect 10 Whole Life Protector” poster