

Press Release

Hong Kong Life “Distinguished Family-Friendly Employer”

3 November 2011 - Hong Kong Life Insurance Limited (“Hong Kong Life”) was honored to receive the first-of-its-kind **“Distinguished Family-Friendly Employers”** Award presented by the Family Council. It has been dedicating to formulate and execute family-friendly policies for its employees, in order to strengthen their morale and sense of belongings to the company for achieving a win-win situation.

The award presentation ceremony was held on 3 November at Kowloonbay International Trade & Exhibition Centre, in which the Chief Secretary for Administration Stephen Lam was honorably invited to be the officiating guest. Hong Kong Life General Manager Raymond Chang, Chief Marketing Officer Kennex Chan and Head of Human Resources & Administration Queenie Chan were invited to attend the ceremony. Among 1,100 participating companies, Hong Kong Life had outperformed other competitors and obtained the **“Distinguished Family-Friendly Employers”** Award.

The first launched “Family-Friendly Employers Award Scheme” was organized by the Family Council to promote the spirit of family-friendliness. It aims to encourage employers to implement family-friendly employment measures in promotion of family core values and to establish a pro-family environment. The panel of judges was formed by professionals from the Government, industrial as well as commercial sectors. Criteria for the awards - “Family-Friendly Employers” Award, **“Distinguished Family-Friendly Employers”** Award and “Award for Innovation”, includes company’s family-friendly employment policies, practices, mission, benefits to the company and employees, as well as commitment of the company’s management.

Hong Kong Life Chief Marketing Officer Kennex Chan said, “Hong Kong Life is honored to be recognized as **“Distinguished Family-Friendly Employer”**”. We considered employees as an invaluable asset of the company. When formulating human resources policies related to employees’ welfare and benefits, the management

put themselves in the places of employees. In addition, the company reviewed the policies regularly with regard to employees' needs. Hong Kong Life had launched an innovative campaign, ““Happy Smile Photo Competition””, to encourage employees to take pictures of colleagues' smiley faces, aimed to build up a happy and warm working environment.”

Not only being as a family-friendly employer, Hong Kong Life also demonstrated its social responsibilities and had been awarded the “5 Years Plus Caring Company” Logo presented by Hong Kong Council of Social Service for the sixth consecutive year. On the other hand, Hong Kong Life had also played devoted efforts in adopting green management and was given the “Class of Excellence” of “Hong Kong Awards for Environmental Excellence” by Hong Kong Productivity Council and Environmental Campaign Committee. In addition, with innovative products, quality services and good reputation, Hong Kong Life was awarded “Excellent Image of Enterprise Award” presented by the Actualidad Magazine of Spain in 2009.



Promotion of Family Core Values Sub-committee Convener Robert Chow (centre) presented the “**Distinguished Family-Friendly Employers**” Award to Hong Kong Life General Manager Raymond Chang (2nd from left), Chief Marketing Officer Kennex Chan (1st from right) and Head of Human Resources & Administration Queenie Chan (2nd from right).



Home Affairs Permanent Secretary Raymond Young (left) presented the **“Distinguished Family-Friendly Employers”** Award to Hong Kong Life Head of Human Resources & Administration Queenie Chan.