

Press Release  
6 August, 2019

## **FTLife launches the all-new mobile app “Reach FTLife” Get free coffee coupon during promotion period**

FTLife Insurance Company Limited (“FTLife”) is pleased to announce today the launch of the all-new mobile app “Reach FTLife”. The company aims to provide even flexible customer services by making use of state-of-the-art mobile technologies.

**FTLife Chief Operations Officer Vivian Choi** said, “People are getting used to handling their personal matters on the smartphones. The new app ‘Reach FTLife’ provides 24-hour services enabling customers to manage policies conveniently at their fingertips whenever and wherever they may be. We will continue to enhance the mobile app with new functions and offer more privileges for better customer experience.”

**FTLife Chief Information Technology Officer Marco Wu** added, “We received the ‘Mobile Usability – Outstanding Award’ at Bloomberg Businessweek/Chinese Edition ‘Financial Institutions Awards 2019’ and ‘Outstanding Online Platform Award (Life Insurance)’ at Metro Finance Greater Bay Area Insurance Awards – Hong Kong Region 2019. Both are public recognition of FTLife’s commitment to offering customers with superior insurance and financial services through advanced technologies and mobile platforms.”

**“Reach FTLife” offers customers flexible and speedy services anytime anywhere. They include:**

### **Flexi Premium Payment**

- Premium due can now be paid by applying withdrawal of “policy dividend” or “cash coupon payable” via the app, allowing greater flexibility in capital allocation

### **Investment-linked Fund Management**

- Keep up with the ever-changing market by switching your investment choices anytime. The same investment choice under different policies can also be switched with just one click.

### **Quick Access to Policy Information**

- View policy documents including e-copy of the policy, anniversary statement and basic plan benefit summary, whenever and wherever you like, making future wealth planning more manageable.

### **Speedy e-Claims Service**

- Enjoy a hassle-free e-submission for hospitalization claim below HK\$5,000 and accident claim below HK\$1,200 with a quick approval result.

### **Seamless Information Update**

- Contact information, including correspondence address, residential & office number and email address, can be updated at your fingertips.

FTLife customers can download the “Reach FTLife” app from the App Store and Google Play. The WeChat version is also available, and its interface will be the same as the download versions. Please follow FTLife WeChat official account for details.

**Get HK\$25 coffee coupon upon successfully download and login to “Reach FTLife” app during the promotion period**

To reward those who experience the brand-new and flexible online platform, customers who download and login the “Reach FTLife” app will get a HK\$25 coffee coupon for FREE\*. Please read the leaflet for details:

<https://www.ftlife.com.hk/pdf/en/home/reach-ftlife-coffee-coupon-campaign.pdf>

\* *Terms and Conditions apply.*





FTLife Chief Operations Officer **Vivian Choi** (Left) and Chief Information Technology Officer **Marco Wu** (Right)

#### **About FTLife Insurance Company Limited**

FTLife Insurance Company Limited ("FTLife") is one of Hong Kong's most well-established life insurance companies. Capitalising on a heritage of professionalism and excellence in serving clients, FTLife seeks to become a leading insurance group in Asia. It serves individual and institutional clients from a diverse portfolio of financial protection and wealth management products. FTLife aims to excel by cultivating lasting relationships and dedicates itself to providing clients with best-of-breed financial services to help them lead fulfilling lives.

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FTLife Insurance Company Limited  
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