

Press Release
For immediate release

FTLife launches family-focused “Seed for Future” initiative partnering with WEMP and KTSI

Promote children’s holistic physical and mental development while kick-start the “Daily Emotion Intake” campus tour in ten primary school across Hong Kong



FTLife joined hands with WEMP and KTSI to launch “Seeds for Future” programme tailored for children and parents. The programme aims to promote holistic physical and mental development in children, encourage positive family education and strengthen parent-child relationships through a series of parent-child Power Up activities.

Hong Kong, 7 November 2023 – FTLife Insurance Company Limited (“FTLife”) is committed to creating shared value with the belief that the next generation is the foundation of our future. FTLife has recently unveiled its latest initiative, “**Seeds for Future**”, which specifically targets children and parents. The new initiative aims to foster the holistic physical and mental development of children, promote positive family education and strengthen parent-child relationships through a series of Power Up activities. By providing a nurturing environment, FTLife seeks to empower the next generation to thrive and envision their own new world.

To launch this exciting initiative, FTLife partnered with two non-profit organisations, The WEMP Foundation (“WEMP”) and Kai Tak Sports Initiative (“KTSI”). The kick-off ceremony took place at Alliance Primary School, Whampoa, and featured **Man Kit Ip, Chief Executive Officer of FTLife, Alex Mo, Chief Executive Officer of WEMP, Adela Lau, Head of Community Sports of KTSI, Tak Hang Lee, Principal of Alliance Primary School, Whampoa and Kaki Sham, four Life Pillars ambassador of FTLife**. Together, they co-hosted a symbolic seed-planting kick-off ceremony, officially announcing the partnership between FTLife, WEMP and KTSI in creating shared value, while also marking the launch of the “Daily Emotion Intake” campus tour. Over 30 dedicated FTLife volunteers, 200 parents and students from Alliance Primary School, Whampoa, participated in the event.

Man Kit Ip, Chief Executive Officer of FTLife, expressed, “Leveraging the synergies within the group’s robust ecosystem, FTLife is committed to building a hopeful future for the next generation and empowering families to plan their future. Through our two long-term partners, WEMP and KTSI, FTLife combines the former’s expertise in enhancing children’s mental well-being and the latter’s

wealth of experience in cultivating public interest in sports to introduce the 'Seeds for Future' initiative which is tailored for families. A range of parent-child experiences will be offered, aiming to foster children's holistic physical and mental development, promote positive family education and create greater shared value for society."

"Daily Emotion Intake" campus tour to help children understand emotions

Early emotional education plays a crucial role in children's mental well-being. As part of the "Seeds for Future" programme, FTLife is sponsoring WEMP's "Daily Emotion Intake" campus tour. Over 100 trained FTLife volunteers will visit ten primary schools across Hong Kong to assist students in understanding and expressing their emotions through the engaging "Daily Emotion Intake" card game. The tour commenced at Alliance Primary School, Whampoa, where FTLife's four Life Pillars ambassador and celebrity dad, Kaki Sham, facilitated the interactive session by encouraging students to freely express their emotions using the Emotion Cards, promoting and nurturing emotional competence.

Alex Mo, Chief Executive Officer of WEMP, said, "WEMP firmly believes that all children should have access to mental well-being, and both parents and schools play pivotal roles in children's mental health development. We are thrilled to be a long-term partner of FTLife's 'Seeds for Future' programme and we appreciate their generous sponsorship of the 'Daily Emotion Intake' campus tour. This tour aims to guide children in recognising, embracing and sharing their different emotions. In the future, we will collaborate with FTLife to develop more impactful activities for children and nurturing their mental well-being."


Kaki Sham, FTLife's four Life Pillars ambassador and celebrity dad, said, "I am delighted to attend the kick-off ceremony of the 'Seeds for Future' programme as FTLife's four Life Pillars ambassador once again. It was a remarkable experience to lead a group of primary school students in an engaging activity using the Emotion Cards, allowing me to witness first-hand the power of utilising these cards to teach children about emotions. The 'Seeds for Future' programme holds immense significance for parents, as it not only offers them the opportunity to partake in a variety of physical and mental exercises alongside their children but also empowers them to enhance their own parenting skills and strengthen stronger parent-child communication. I hope this programme will enable more families to master effective communication methods and techniques, cultivating the holistic well-being of our next generation."

Collaborate with KTSI to ignite children's interests in sports

To support children's all-round development, FTLife has forged a long-term partnership with KTSI, a community project by Kai Tak Sports Park that dedicated to sports development. By organising a range of sports-related courses and activities, the objective is to cultivate a sports culture, instil exercise habits in children from an early age and contribute to their physical and mental well-being.

Adela Lau, Head of Community Sports of KTSI said, "In collaboration with FTLife, we will offer classes and experiential courses encompassing popular sports like fencing and running, catering to all family members. Through exposure to diverse sports activities, participants can identify their preferences and develop a passion for sports, cultivating a lifelong habit of regular exercise."

The “Daily Emotion Intake” campus tour marks the inaugural event of FTLife’s enlightening “Seeds for Future” initiative. Looking ahead, FTLife will maintain close collaboration with WEMP and KTSI to launch enriching parent-child activities, including family days, movie sharing sessions, comprehensive annual family index surveys, fencing training programmes and city heritage runs. By stimulating the physical and mental well-being of every family member, FTLife remains steadfast in its commitment to realising its brand promise of “CIRCLE OUR NEW WORLD”, helping families to navigate through their life journey with quality experience, enabling them to open up a new world for sustainable growth.

Photo	Photo captions
	<p>Man Kit Ip, Chief Executive Officer of FTLife, Alex Mo, Chief Executive Officer of WEMP, Adela Lau, Head of Community Sports of KTSI, Tak Hang Lee, Principal of Alliance Primary School, Whampoa, and Kaki Sham, four Life Pillars ambassador of FTLife, co-hosted a symbolic seed-planting ceremony, officially announcing the long-term partnership between FTLife, WEMP and KTSI in creating shared value.</p>
	<p>FTLife’s volunteers interacted with students using Emotion Cards, guiding them to express their emotions and describe their feelings, as well as to gain a better understanding of various emotions.</p>

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About FTLife Insurance Company Limited

FTLife Insurance Company Limited (Incorporated in Bermuda with limited liability; “FTLife”) is a wholly-owned subsidiary of NWS Holdings Limited (Hong Kong Stock Code: 0659). With a heritage of providing insurance services in Hong Kong for more than 30 years, FTLife’s Life Artisans leverage the Group’s ecosystem to curate life chapters of customers and their loved ones with comprehensive planning solutions and lifelong protection, embracing wealth management and succession, health and well-being, and quality of life. Backed by the Group’s financial strength and advanced customer-focused digital technology, FTLife aspires to become the leading insurance brand in the Greater Bay Area, while also maximising shared value beyond traditional insurance for a sustainable future.

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