

Press release  
4 May 2020

## **FTLife launches "Be With You" Personal Accident Plan offering market-unique double hospital cash for WHO-declared "Public Health Emergency of International Concern"**

FTLife Insurance Company Limited ("FTLife") has launched the innovative **"Be With You" Personal Accident Plan** ("the Plan").

Unlike traditional personal accident assurance, the Plan provides exclusive protection at various stages of life, so when the insured reaches a specific age, the Plan automatically converts coverage to suit the next stage of life.

A unique feature in the market\* is the fact **double hospital cash** is provided when hospital confinement results from an illness identified by the World Health Organization as a "Public Health Emergency of International Concern".

The Plan grants customers peace of mind, in the knowledge that a variety of potential risks and accidents are covered during every stage of life.

**FTLife Chief Commercial Officer and Chief Product Officer Christine Yeung** said: "Be With You is a ground-breaking product that will grow with a customer every step of the way through life. For example, the Plan provides additional protection to a student who suffers an accident while participating in a school event or riding on a school bus. The Overseas Traveling Double Indemnity Benefit feature allows a young man or woman to explore the world without worry. If an adult cannot work to earn a living after an accident, the Plan provides support to mitigate any financial burden. Senior citizens can be prone to injury as a result of taking a fall, so the Plan provides the insured with Broken Bone Benefit. And to help an elderly person look after him/herself after an accident, the Plan includes Mobile Aid Benefit and Elderly Care Service Allowance to reimburse charges respectively for purchase and rental of equipment, and nursing or domestic helper services."

As a member of the New World Group, FTLife explores synergies with a diversity of businesses within the Group, all with the aim of delivering an unrivalled customer experience. This time, FTLife has collaborated with Humansa to reward Be With You policyholders who have paid a designated sum of total annualised first-year premiums by 30 June 2020.

Health rewards<sup>#</sup> provided by Humansa are suitable for customers at varying stages of life and include spinal health screening assessment (children and juveniles), working postural assessment or range of motion assessment (adults), and fall risk screening assessment (senior citizens). Such assessments help identify risks and facilitate preventive measures as early as possible to avoid future health problems.

\*"Unique feature in the market" is based on comparison with similar personal accident protection products in the life insurance market up until April 2020.

<sup>#</sup> Please refer to "Free Health Assessment Rewards" for details at <https://www.ftlife.com.hk/pdf/en/products/life-insurance/protection/accident/be-with-you-personal-accident-plan-flyer.pdf>

Please refer to the Be With You Personal Accident Plan product brochure for details at <https://www.ftlife.com.hk/pdf/en/products/life-insurance/protection/accident/be-with-you-personal-accident-plan-brochure.pdf>

Important notes:

- Information contained in this press release is intended as a general summary of information for reference only. Please refer to the relevant product brochure and client incentive leaflet for details of "Be With You" Personal Accident Plan. Please refer to the Plan provision for the full terms and conditions.
- For any inquiries, please contact FTLife Customer Service Hotline: +852 2866 8898.
- This document is intended to be distributed in Hong Kong only and shall not be construed as an offer to sell or a solicitation to buy or provision of any of our products outside Hong Kong. FTLife Insurance Company Limited hereby declares that it has no intention to offer to sell, to solicit to buy or to provide any of its products in any jurisdiction other than Hong Kong in which such offer to sell or solicitation to buy or provision of any product of FTLife Insurance Company Limited is illegal under the laws of that jurisdiction.

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

FTLife Insurance Company Limited ("FTLife") is one of Hong Kong's most well-established life insurance companies and a wholly-owned subsidiary of NWS Holdings Limited. 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.

### **About NWS Holdings Limited**

NWS Holdings Limited ("NWS", Hong Kong Stock Code: 0659), as the diversified industries flagship of New World Development Company Limited (Hong Kong Stock Code: 0017), invests and operates a wide range of businesses predominantly in Hong Kong and across Greater China. NWS' core businesses include toll roads, commercial aircraft leasing, construction and insurance, while it also manages a strategic portfolio spanning sectors from environment, logistics, facilities management to transport.

### **About New World Development Company Limited**

Founded in 1970, New World Development Company Limited ("The Group", Hong Kong Stock Code: 0017) was publicly listed in Hong Kong in 1972 and is a constituent stock of the Hong Kong Hang Seng Index. A premium brand infused with a unique personality best defined by The Artisanal Movement, New World Group's core business areas include property development, property investment, roads, aviation, construction and insurance. Its operations in Greater China, especially the Greater Bay Area, had a total asset value of approximately HK\$593.5 billion as at 31 December 2019. The Group's two listed companies are NWS Holdings Limited (61%), and New World Department Store China Limited (Hong Kong Stock Code: 0825) (75%). New World China Land Limited is wholly owned by the Group.

### **Media inquiries**

FTLife Insurance Company Limited  
Branding, Marketing & Communication  
Tel : 2591 8414  
Email : ftlhc.mkt@ftlife.com.hk

FTLife Insurance Company Limited (Incorporated in Bermuda with limited liability)