

Press Release
4 November 2021

FTLife wins four awards at the Hong Kong Insurance Awards 2021

Hong Kong – FTLife Insurance Company Limited ("FTLife") is pleased to announce that it won four awards at the Hong Kong Insurance Awards 2021 in recognition of its excellent performance in digital marketing, product innovation, training and development, and claims management. The awards received by FTLife include:

- Outstanding Digital Marketing Campaign Award – Winner
- Most Innovative Product/Service Award – Life Insurance (Wealth) – Top Three Finalist
- Outstanding Training and Development Award – Top Three Finalist
- Outstanding Claims Management Award – Top Three Finalist

Creative digital media campaign to effectively promote corporate brand and innovative products

Driven by the core value of "Think beyond insurance." and adhering to its brand promise of "Embrace Change for Better Future", FTLife has been actively seeking new and innovative ways for marketing. To promote its corporate brand and flagship products, namely "On Your Mind" Insurance Plan and "HealthCare 168 Plus" Critical Illness Protector, it made use of social media and new technologies such as innovative TV Sync and smart O2O technology to target the cell-phone and media habits of various target groups precisely by combining online and offline marketing strategies. As a result, the company's social media reach increased by 14 times and the engagement rate increased by 29 times year-on-year, which significantly increased the awareness of the corporate brand and laid a sound foundation for promoting its products and services.

Innovative product design to plug the demand gap and meet customer needs

"On Your Mind" Insurance Plan³ impressed the judges with three innovative first-in-market¹ features, including built-in policy reverse mortgage function, which allows customers to withdraw insurance protection amount as annuity upon retirement. The plan also offers a lump-sum payment for policyholders for the death benefit and additional death benefit (if any) in the event of an advance diagnosis of severe dementia. It also offers prearrangement of specific death benefit settlement options tailored for different beneficiaries. Two plan versions, "Supreme" and "Smart", are on offer to best suit customers' protection needs. FTLife is committed to developing revolutionary products that redefine the concept of life insurance to plug the demand gap and meet customer needs in different life stages.

Flexible and all-round training system to build up professional agency force

FTLife Financial Talent Development Center strives to develop a top-notch agency force. Its "LEAP & Beyond" Programme ("LEAP") aims to attract high-calibre financial planning professionals and groom future leaders of finance and insurance industries through its all-round training and development system. The programme has stringent standards for selecting, training, and developing talent. Agents and trainees can learn anytime, anywhere through the hybrid training model that combines offline and online programmes. The company also introduced the artificial intelligence and big data-driven training tool "AI Drill" to custom make a comprehensive yet personalised training plan for each trainee, with the purpose to improve the training efficiency so that they scale greater success in their careers at full speed.

Leverage the Group's business ecosystem for customers' seamless claims experience

As a member of the New World Group, FTLife is committed to collaborating with the Group's medical and healthcare units to create synergy and provide unrivalled one-stop value-added services for customers' healthy and hassle-free lifestyles! With such purpose in mind, the new "e-Connect" Health Platform for outpatient colonoscopy and gastroscopy² was launched to provide an innovative customer experience: Through "e-Connect", eligible customers can check the information of the network specialists and medical institutions, get instant out-of-pocket estimates based on their policies, and book the first specialist consultations with the help of their financial consultants. FTLife will also arrange the Cashless Arrangement Service for them and pay the pre-approved amount for the outpatient colonoscopy and gastroenterology directly to the relevant medical institutions so that the customers can go home directly for recuperation after the procedures without paying any pre-approved medical expenses or dealing with the claims. Furthermore, those who opt for outpatient colonoscopy and gastroscopy procedures at the Group's facilities, i.e. Gleneagles Hospital Hong Kong or the Humansa HD Endoscopy Centre, can revel in free exclusive value-added services⁴, including VIP room upgrade privilege and a round-trip door-to-door pickup service, where applicable.



FTLife is proud to win four prestigious awards at the Hong Kong Insurance Awards 2021.



The Hong Kong Insurance Awards 2021 bestowed four awards in recognition of FTLife's excellence in digital marketing, product innovation, training and development, and claims management.

¹ "First-in-market" item is concluded based on the same type of product (life insurance plan with calculation of Death Benefit according to the sum insured) of major life insurance companies in Hong Kong as of 10 September 2020.

² Terms and conditions apply. For details, please refer to <https://www.ftlife.com.hk/pdf/tc/e-connect-health-platform-flyer.pdf>

³ Product features subject to terms and conditions. For details, please refer to product brochure of "On Your Mind" Insurance Plan <https://www.ftlife.com.hk/pdf/en/products/life-insurance/protection/life/on-your-mind-insurance-plan-brochure.pdf> and policy document.

⁴ Promotion period till 31 December 2021. Round-trip door-to-door pickup service is applicable to eligible customers receiving the outpatient colonoscopy and gastroscopy procedures at the designated Humansa HD Endoscopy Centre.

About FTLife Insurance Company Limited

FTLife Insurance Company Limited ("FTLife") is one of the most well-established life insurance companies in Hong Kong and a wholly-owned subsidiary of NWS Holdings Limited (Stock Code: 0659). Building on a history of more than 30 years in the territory, FTLife provides individual and institutional clients with a diverse range of insurance and wealth management products and services, including life, health, accident, savings and investment insurance. As a member of New World Group, FTLife works with diversified businesses within the Group to create synergies and provides customers with best-in-class life-planning solutions, from wealth management and succession to health, wellbeing and quality of life enhancement.

About The Hong Kong Insurance Awards 2021

Organised by the Hong Kong Federation of Insurers (HKFI) and co-organised by South China Morning Post, the Hong Kong Insurance Awards is one of the most prestigious annual events to recognise the top performers and creative minds in the local insurance industry. This year, 22 award categories are set up, covering a wide aspect of the insurance industry. The top three finalists of each category will be selected first, then followed by the Champion. All winners are strictly vetted by a panel of judges, consisting of the most notable and respected industry experts and leaders from diverse sectors. The awards are highly recognised by the public.

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

Important notes:

- The information contained in this press release is intended as a general summary of information for reference only. For details, please refer to relevant product brochures and client incentive leaflets. Please refer to the policy contract for details of full terms and conditions.
- This press release does not contain the full provisions of the "On Your Mind" Insurance Plan and "HealthCare 168 Plus" Critical Illness Protector, and the full terms can be found in the Policy documents. These two products may serve as standalone plan(s) without bundling with other type(s) of insurance product. Click [here](#) to view the product leaflet for "On Your Mind" Insurance Plan.
- For further details, please contact FTLife's Customer Service Hotline on +852 2866 8898.
- This document is for distribution in Hong Kong only. It is not an offer to sell or solicitation to buy or provision of any insurance product outside Hong Kong. FTLife does not offer or sell any insurance product in any jurisdiction outside Hong Kong, in which such offering or sales of the insurance product is illegal under the laws of such jurisdictions.

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