

Press Release
14 July 2022

FTLife scoops four accolades at the Bloomberg Businessweek / Chinese Edition Financial Institution Awards 2022

Hong Kong — FTLife Insurance Company Limited (“FTLife”) is delighted to have scooped four accolades at the Bloomberg Businessweek / Chinese Edition Financial Institution Awards 2022 in recognition of its outstanding achievement in talent development, product development, branding and corporate social responsibility.

The four accolades are:

- Training Program of the Year – Outstanding Award
- Health & Protection Product – Outstanding Award
- Integrated Marketing (Brand Promotion) – Outstanding Award
- Corporate Social Responsibility – Outstanding Award

Joe Cheng, Chief Executive Officer of FTLife, said: “FTLife has always strived for excellence through self-perfection, and that is why we have always been the first-movers in the industry to apply innovative technologies in training and development. Embracing the ‘Championing Spirit’, we also pledge to help our customers become champions in health, and in life providing a suite of excellent, innovative products, and top-notch customer experience. The FTLife brand enjoys a robust reputation in the industry as we always take the pro-active steps in fulfilling our duty in environmental, social and governance (ESG) compliance, and in sustainable community development. It is our great honour to have received so many awards despite the fierce competition in this prestigious award scheme.”

The “Training Program of the Year - Outstanding Award” represents well-deserved, industry-wide recognition for FTLife’s commitment to its people. We have always given our agents the best resources in training and development while using innovative technologies. For example, we were the first insurance company to have co-developed a smart tool for agent training with a local start-up. Named “AI Drill”, the tool utilises artificial intelligence (AI) and big data technologies to enhance the professional competitiveness of our financial planning consultants to further their progress in both personal and career development.

Our ComboPro Insurance Plan, which was inspired by our mission to “Think beyond insurance.”, has won us the “Health & Protection Product – Outstanding Award” this year. The Plan provides an all-round package of critical illness, medical, accident and life protection which, coupled with the wellness benefits, take care of the mental and physical strains faced by our customers. Offering 2 different plan levels, it also provides customers (aged from 15 days to 60 years old) 20 years of protection with a 12 years of level premium.

As the winner of the “Integrated Marketing (Brand Promotion) – Outstanding Award”, FTLife’s effective branding efforts on both traditional and online media have helped us stay relevant to the market. For example, during the 2020 Tokyo Summer Olympics, we have sponsored various sports programs, while promoting our “LEAP & Beyond” Program on both online and offline channels under the umbrella message of breaking one’s own record. The promotion campaign was a great success as it had raised our brand awareness in the market significantly, and attracted lots of high-caliber candidates with entrepreneurial spirit.

As part of the New World Group, we embrace its vision of “creating shared value”. This drives our environmental, social and governance (ESG) commitments as we strive to create long-term value for stakeholders and achieve sustainable development. Our innovative FTLife Forest Planting Scheme has planted over 1,000 trees upon approval of designated insurance plans and green pledges submitted by our staff members. During the pandemic, we have also launched various CSR initiatives: we have worked with our customers by encouraging them to switch to e-service to reduce paper consumption, as well as gifting over 9,000 SIM cards to 4,500 low-income families/under-privileged students, providing them access to data that enabled them to participate on online-lessons during class suspension. These are just a few of our many innovative green initiatives and caring programs, which have won us the “Corporate Social Responsibility – Outstanding Award”.

Coming up to its eighth year, the Financial Institution Awards are hosted annually by iconic finance magazine Bloomberg Businessweek/Chinese Edition. The judge panel, comprised of representatives from the industry, government and academia, assessed submissions from the banking, insurance and securities sectors and ranked them according to four criteria, namely market performance, growth, development, and business strategy. The prestigious event promotes best practices in the industry, and affirms Hong Kong’s status as an international financial centre.



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Important notes:

- This press release does not contain the full provisions of ComboPro Insurance Plan, and the full terms can be found in the policy documents. The above-mentioned insurance plan may be purchased as a standalone plan without bundling with other type(s) of insurance product. You are required to read the relevant product brochure, the policy provisions and the illustrations presented by your licensed insurance intermediary in order to fully understand the details of the definitions, charges, product features, exclusions, and conditions of payment of claims, etc. plus complete terms and conditions.
- For further details, please contact FTLife’s Customer Service Hotline on +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 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.

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