

FTLife welcomes Mr Joe Cheng as Chief Executive Officer

Hong Kong – FTLife Insurance Company Limited (“FTLife”) is pleased to announce that Mr Joe Cheng has officially been appointed as its Chief Executive Officer (“CEO”). With more than 30 years of business operations and team management experience in the insurance industry, Mr Cheng is familiar with the operations in both the Hong Kong and Mainland China markets. In the future, he will continue to promote the rapid growth of FTLife and spearhead its development in various directions, including enriching products and customer service experiences.

Since joining the New World Group, FTLife’s business performance has steadily improved. The appointment of Mr Cheng as CEO will further drive FTLife’s advancement in such areas as customer service, business digitalisation, product development and its high-quality sales force.

Mr Joe Cheng said, “I am extremely pleased to be joining the FTLife family. The company has been well received by the market due to its innovative products and high-quality services. Going forward, I will work closely with the various teams to create higher quality and more attentive customer service experiences. This will include optimising customer contact points, providing superior customer services by expediting development of digitalisation, and establishing a customer-centric corporate culture that also complements the company’s long-term development.”

While focusing on the local market, FTLife has continually strived for innovation and breakthroughs, all the while putting customers first. Amid the pandemic, the company has deepened its penetration of the local market and has seen success in the form of encouraging business results. After becoming the CEO, Mr Joe Cheng’s first priority will be to strengthen FTLife’s customer services; focusing on optimising customer touchpoints and customer service experiences. He will also enhance customer protection and investor interests by ensuring strict compliance with regulatory requirements. Moreover, FTLife will continue to develop innovative protection and wealth management insurance products and services targeting various demographics so that the changing needs of customers at different life stages are addressed.

With the advent of digital consumption – a trend that has swiftly gathered momentum since the pandemic, FTLife, under the leadership of Mr Joe Cheng, will accelerate its digitisation development so as to provide customers with even more elevated insurance experiences. Earlier this year, FTLife launched the “AI Drill” agency training platform. This artificial intelligence (“AI”) training tool utilises big data analysis to improve the effectiveness of training systems, which in turn enables agents to offer customers more professional and attentive financial planning services.

FTLife currently has over 3,000 agents*. In the future, the company will continue to offer diversified programmes and improve its training systems to facilitate and strengthen the holistic development of its agents.

Mr Joe Cheng concluded, “Talent is our most valuable asset. Our management team will work in concert with each other to lead FTLife towards steady growth in the ever-changing market. At the same time, we will actively seek opportunities to collaborate with other business units of the New World Group so that continuous synergies are achieved.”

*As of 31 October 2021.



Mr Joe Cheng is appointed as Chief Executive Officer of FTLife.



Mr Joe Cheng, Chief Executive Officer of FTLife, will lead the management to modify every details based on the “people-oriented” business strategy, in order to satisfy different needs from customers.



Mr Joe Cheng, Chief Executive Officer of FTLife, and the team will consolidate efforts to create the best customer experiences.

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 (Hong Kong Stock Code: 0659). Building on more than 30 years of history in the field, 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 the Group’s diversified businesses to create synergy. It provides the best-in-class life-planning solutions, from the management and succession of wealth to health, wellbeing, and enriching your quality of life.

Media Inquiries

FTLife Insurance Company Limited
Branding & Communications
Jasmine Lam
+852 2591 8290
jasmine.lam@ftlife.com.hk

Strategic Financial Relations Limited
Yoko Li / Addison Chu
+852 2864 4813 / +852 2864 4817
yoko.li@sprg.com.hk / addison.chu@sprg.com.hk

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