

Press Release  
21 July 2022

## **FTLife launches new concept centre “The GalaMuse”**

**Leading the future of insurance with over 10,000 sq ft of a multi-functional space at K11 ATELIER in Tsim Sha Tsui**

**Leveraging the New World Group's thriving ecosystem to unlock boundless possibilities for customers, agents and business partners**



Hong Kong - FTLife Insurance Company Limited ("FTLife") announced the grand opening of its brand-new concept centre, “The GalaMuse”. The centre’s spectacular harbourfront location at K11 ATELIER Victoria Dockside puts it at the heart of Tsim Sha Tsui, setting against the dazzling skyline of the city. With over 10,000 sq ft of a multi-functional space and a range of ancillary facilities, “The GalaMuse” strives to be a collaborative hub for FTLife and the business units of New World Group, bridging the group’s diverse ecosystem and expediting cross-sector synergies. FTLife also aims to enhance agents’ productivity and performance comprehensively through the innovative technology offered by the centre, including VR training and A.I. workshops. Guided by the Group’s corporate vision “Creating Shared Value”, FTLife will proactively establish strategic partnership to leverage “The GalaMuse” in expanding its business, on the premise of enhancing local economies and environment, and addressing social needs.

### **Five multi-purpose zones based on the concept of “Mining for Treasure” that create a collaborative hub for the group’s business units and customers**

Integrating FTLife’s brand pillar of adjacent innovation and the concept of “Mining for Treasure”, “The GalaMuse” provides cutting-edge multi-purpose space and interactive experiential activities that unlock boundless possibilities for FTLife customers, agents, and the groups’ business units; together their potential could be realized, like the polishing of a rough stone into a lustrous gem.

The five zones were meticulously designed to offer a diversified range of services and experience, including the Reality Hall (exhibition zone), Life Stage (multi-functional co-working and event zone), Digital Space (VR Cave), Jade Lounge and Private Meeting Rooms.

Further to the “FTLife 360° Power Up” launched earlier this year in collaboration with New World Group business units, FTLife will continue joining hands with the members of the group to curate a variety of events and exhibitions at “The GalaMuse”, ranging from health, financial management, to lifestyle. Initiatives include partnering with K Dollar Rewards Program, healthcare organization Humansa, and Chow Tai Fook Jewellery, FTLife aims to bring customers a holistic experience that goes beyond traditional insurance services.

### **Powering insurance services and training experience with VR technology and live-streaming equipment**

FTLife understands the long-term and comprehensive life-planning to live life to the fullest. “The GalaMuse” introduces a VR Cave where visitors may understand the protection and potential financial gaps they may face at different stages of life, and hence aid the extensive planning required for a prosperous future.

Furthermore, the VR Cave offers agents access to an immersive training programme tailor-made for the industry’s elites. The training consists of interactive games that enhance agents’ professional knowledge and customer service skills, while discovering their entrepreneurial potentials to achieve career goals.

The live broadcasting station at “The GalaMuse” also allow users to reach a wider audience effortlessly, as well as participating in workshops that help them tap into their unveiled potential.

### **Fulfilling social responsibility, creating shared value**

Leveraging the multi-functional space and premium facilities at “The GalaMuse”, FTLife will take the lead in cross-sector collaboration with different organizations and community partners to fulfil its social responsibility, generating a “win-win” synergy by responding to social needs, while grasping business opportunities to create “shared values” between the economy and the community.

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Photo Download: <https://bit.ly/3OhXy49>

#### **Grand Opening of FTLife’s new concept centre “The GalaMuse”**



The opening ceremony was hosted by (from the left) Mankit Ip, Chief Administration Officer of FTLife; Joe Cheng, Chief Executive Officer of FTLife; Honorable Chan Kin-por, GBS, JP, non-official member of the Executive Council, Legislative Council Member (Functional Constituency, Insurance) and Chairman of the Legislative Council Finance Committee; Dr Adrian Cheng, Chairman of FTLife Board of Directors, Executive Vice-chairman and Chief Executive Officer of New World Development Company Limited and Executive Director of NWS Holdings Limited; Eric Ma, Non-executive Director of FTLife, Executive Director of New World Development Company Limited, Executive Director and Chief Executive Officer of NWS Holdings Limited; and, Gilbert Ho, Executive Director and Chief Operating Officer of NWS Holdings Limited.

The GalaMuse offers five multi-purpose zones to be a collaborative hub for different business units and customers



**1. Reality Hall (exhibition zone)**



FTLife is committed to be its customers' life cycle manager in different aspects of life. "The GalaMuse" will regularly host exhibitions and workshops with the group's business units to offer customers with an enriching and tasteful lifestyle experience beyond conventional insurance services.

**2. Life Stage (multi-functional co-working and event zone)**



"The GalaMuse" provides a comfortable co-working space for agents to develop their entrepreneurial careers, expand their insurance team, and conduct professional training. FTLife will also work with the group's members to host various innovative events and sharings to strengthen cross-industry collaboration.

### 3. Digital Space (VR Cave)



With the Virtual Reality (VR) devices in the zone, customers will experience the protection they may need at different stages of life through various VR games. The zone also provides immersive VR training for agents to understand insurance concepts and industry knowledge more effectively.

### 4. Jade Lounge



Customers can meet with agents at the Jade Lounge, which is surrounded by the stunning view of the Victoria Harbor. The lounge is designed in the shape of a polished gemstone, consistent with the concept of “The GalaMuse”.

### 5. Private meeting rooms



“The GalaMuse” is equipped with multiple private meeting rooms that set against the breath-taking views of the Victoria Harbor. Customers may consult agents on their insurance and life plans in a comfortable space.

#### 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 Number: 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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