

Press Release

22 September 2020

FTLife enters strategic partnership with Humansa Elderly Home Management Service

Unlocking synergistic potential of New World Group to help customers enjoy healthy lives

Hong Kong - FTLife Insurance Company Limited (“FTLife”) today announced the establishment of long-term strategic business partnership with Humansa, a new healthcare brand under New World Group, to provide innovative and holistic healthcare services to mature adults aged 40 and above and seniors aged 65 and above, creating unrivalled customer experiences in health and senior care.

The new collaboration will enable FTLife’s eligible customers and family members to enjoy privilege and priority check-in to Care and Services¹, a series of high-end private elderly home managed by Humansa. Coupling advanced rehabilitation facilities and equipment with a professionally qualified care team that is highly experienced, the home provides the very latest healthcare services to ensure the care, comfort and wellness of seniors in the daily lives.

According to the Census and Statistics Department², the population of elderly – aged 65 or above – will soar to 2.58 million or 38.4% of the total population in 2069 from 1.32 million or 18.4% in 2019. By 2069, the average life expectancy for men and women will be 88.4 years and 93.9 years respectively. With the skyrocketing demand for high-quality healthcare services, FTLife is working with New World’s healthcare resources to offer more comprehensive senior care support.

FTLife has worked with Humansa previously. This includes provision of a one-stop outpatient colonoscopy and gastroscopy service, free health screenings and rehabilitation services for its customers.

FTLife Chief Executive Officer Gerard Yang said: “Assuming the role of life manager, FTLife is committed to walking every step with our customers in different life stages, helping them to live healthily into the golden years. Leveraging the respective competitive advantage in ‘protection’ and ‘healthcare’, the cross-industry collaboration of FTLife and Humansa will create strong synergy, enabling our customers and their loved ones to enjoy high-end health and senior care services. FTLife and Humansa will continue to explore and develop innovative services to bring customers high-quality healthcare services and health protection.”

Humansa added that it is uncommon to see the integration of wellness and senior care services in Hong Kong. The company precisely meets the market needs and focuses on the two pillars of “wellness” and “senior care” to deliver quality services that meet the needs of mature adults. Combining the latest technologies with a professional multi-disciplinary team, Humansa strives to take a holistic approach in providing customers with best-in-class care services. Like FTLife, Humansa is committed to bringing innovative services with a “humanised approach”. Together, they will create greater value for customers, enhance business growth and achieve mutually beneficial results.

¹ The promotion period of the pioneer project is between 22 September 2020 and 30 June 2021, and subject to the designated elderly home(s) only.

² Source: "Hong Kong Population Projections 2020-2069", The Census and Statistics Department.

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. 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 Humansa

Humansa is a lifestyle and wellness platform established in 2018 under the New World Group. Humansa is people’s Human Answer and treats everyone as an individual and offers professional yet humanised wellness and wellbeing services with uncompromised professionalism. It aims at addressing the cross-generational needs of mature adults and the silver market for a quality lifestyle and peace of mind.

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