

Press Release

FTLife all-new advertising campaign to support continuous growth momentum

21 September 2018 (Hong Kong) – To herald the opening of FTLife Tower, FTLife Insurance Company Limited (“FTLife”) launches an all-new advertising campaign to promote the competitive advantages of FTLife among the public and customers while enhancing the corporate and product brand image.

FTLife’s strong growth momentum continues into the first half of this year. In addition to the substantial growth in new business value, sales in APE and profit after-tax, the company has also attained three significant accomplishments:

- The solvency ratio¹ continues to maintain above 500% , which is higher than the regulatory requirement, and indicating the robust financial strength of the company;
- Regent Insurance Series topped the product ranking², a proof of the company’s commitment in developing innovative products that are much sought after by customers;
- Regent Insurance Series achieved a dividend fulfilment ratio of 103%³, revealing that the company is keeping our promise to help customers realise their dreams in life.

To meet the needs of fast-growing business, FTLife will officially unveil the all-new FTLife Tower, located in the commercial hub of Kowloon Bay, in October. The new office will provide agents and staff with the state-of-the-art working space and give customers even more attentive and caring professional services.

The new advertising campaign will be rolled out in end of September. It runs alongside print, online advertising and billboards at Eastern Harbour Tunnel and the heart of Causeway Bay. Comprehensive coverage throughout major MTR stations, the arrival and departure halls as well as the Galleria Zone of the Hong Kong International Airport.



富通保險 延續盛世
FTLife creates lasting prosperity

超過 Exceed **500%** 償付能力充足率 Solvency Ratio

排名 Rank **No.1** 「盛世·傳家寶」系列 Regent Insurance Series

達至 Reach **103%** 「盛世·傳家寶」系列 紅利實現率 Regent Insurance Series Dividend Fulfillment Ratio

全新富通中心 正式啟動
New FTLife Tower Now Open

FTLIFE TOWER 富通中心



Notes:

1. FTLife recorded a solvency ratio of over 500% as of the end of 2017 (audited). According to the Insurance Ordinance, the solvency ratio refers to the proportion of insurer's total available capital to the minimum regulatory capital. The higher the solvency ratio, the stronger is the financial position of the insurance company. The lowest solvency ratio required by the regulator is 100%.
2. Source of information: 10Life, an insurance information and comparison platform. As of Q3/2018, Regent Insurance Plan 2 (Prestige Version) ranks No.1 of the "Top 10 Whole Life Savings Insurance with Highest Projected Returns" (9 to 12 years and 15 years or above payment term), assuming the insured is male, age 35, non-smoker. For details, please visit www.10Life.com.
3. The annual dividend fulfilment ratio of the first policy year of Regent Insurance Plan (both Prestige and Premier Versions) reaches 103% (referring to policies issued from May 2017 to March 2018).

Media inquiries

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About FTLife Insurance Company Limited

FTLife Insurance Company Limited ("FTLife") is one of Hong Kong's most well-established life insurance companies. Capitalising on a heritage of professionalism and excellence in serving clients, FTLife seeks to become a leading insurance group in Asia. It serves individual and institutional clients from a diverse portfolio of financial protection and wealth management products. FTLife aims to excel by cultivating lasting relationships and dedicates itself to providing clients with best-of-breed financial services to help them lead fulfilling lives.

