

Press Release  
16 June 2022

## FTLife and NewWorld Mask jointly launch the special edition of FTLife Forest Mask

**translating eco-pledges into trees planted across the planet with FTLife**

Hong Kong — FTLife Insurance Company Limited (FTLife) is committed to creating shared value for all of our stakeholders, driven by the four pillars of business strategies outlined in the “Sustainability Vision 2030” of the New World Development Company Limited: Green, Wellness, Smart and Caring. Today, we are delighted to announce the launch of FTLife Forest Mask, which is a special edition jointly launched with NewWorld Mask. We have built a new mini-site for the public to submit their environmental protection pledges, which will manifest into actual trees being planted. We aim to raise environmental awareness by engaging our audience in their everyday action so they can make concrete contribution to carbon reduction, and to a better, greener future.

Design of the special edition of FTLife Forest Mask is based on the concept of our popular “One Plan One Tree: FTLife Tree-planting Scheme”\*, which was rolled out last year to raise environmental awareness. From now until 16 September 2022^, the special edition of FTLife Forest Mask, which is made in Hong Kong, will be available at various designated NewWorld Mask vending machines, including those at K11 MUSEA, K11 Art Mall, K11 ATELIER King’s Road, D•Park and some of the eslite bookstore outlets. Simply scan the “Green Pledge QR Code” on the package and submit pledge on our mini-site, FTLife will translate pledgers’ promises into actual trees being planted by tree-planting partners linked by social enterprise EcoMatcher, a platform that runs global forestation programmes to achieve carbon reduction.

Joe Cheng, Chief Executive Officer of FTLife, said: “As part of the New World Group, FTLife embraces its vision in creating shared value as we strive to achieve sustainable development for the community. We have dedicated the month of June to environmental protection, launching a spate of green initiatives that aim to raise environmental awareness, reduce carbon emission, and thwart global warming. I hereby extend my sincere invitation to everyone to be part of the FTLife Forest Mask special edition launch and tree-planting scheme, which provide a wonderful opportunity for us to build a greener, better and more sustainable community.”

#The special edition of FTLife Forest Mask, launched jointly with NewWorld Mask, will be available at:

<b>Point of Sale:</b>	<b>Address:</b>
K11 MUSEA (B1, G/F, K11 Artus Entrance)	18 Salisbury Road, Tsim Sha Tsui
K11 Art Mall (2/F)	18 Hanoi Road, Tsim Sha Tsui
the pulse (G/F)	28 Beach Road, Repulse Bay
D•Park	398 Castle Peak Road, Tsuen Wan
New World Tower	18 Queen’s Road Central
KOHO	75 Hung To Road, Kwun Tong
K11 ATELIER King’s Road	728 King’s Road, Quarry Bay
THE FOREST	17 Nelson Street, Mong Kok
FTLife Customer Service Centre (NEO 7/F)	123 Hoi Bun Road, Kwun Tong

eslite Causeway Bay	Hysan Place, 500 Hennessy Rd, Causeway Bay
eslite spectrum Cityplaza	Cityplaza, 18 Tai Koo Shing Rd

\*Under the “One Plan One Tree: FTLife Tree-planting Scheme”, FTLife plants a tree for every successful and approved application for designated insurance plans.

^ Limited while stock last



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### **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)

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