

Press Release
16 May 2022

FTLife's all-new brand campaign
Featuring "Championing Spirit" in swimmers
Encourage people to lead healthy and fulfilling lives

Hong Kong – FTLife Insurance Company Limited ("FTLife") has launched an all-new brand campaign today. Under the theme of "Championing Spirit", the campaign features three swimmers of different ages and backgrounds who relentlessly push themselves and rise to challenges. Sometimes life can get tough when there are obstacles or setbacks. But a victory will eventually be gained if oneself keeps forging ahead with conviction and courage. Leveraging the advantages of the New World Group's thriving business ecosystem, FTLife continues to stand by everyone's side through different life stages by powering up the offerings and rewards to boost customers' health and life experiences, helping them lead healthy and fulfilling lives.

Jasmine Lam, Vice President of Branding and Communications of FTLife, said, "Since joining New World Group, FTLife has been keeping its brand promise 'Think beyond insurance.' by reshaping the concept of insurance. We constantly seek to enhance customer experiences by harnessing the Group's vibrant business ecosystem."

"A champion is the result of self-perfection. Embracing the 'Championing Spirit', FTLife have been upgrading the protection, services and experiences continually for our customers, supporting them to meet challenges and set new records in life. We hope this new campaign will infuse positivity into the community during the pandemic and encourage everyone to attain their life goals."

Christopher Lee, Executive Creative Director of Saatchi & Saatchi, said, "A champion is not about the first place in a competition, but about the mindset. We can be a champion if we keep going from strength to strength. For years, FTLife has been striving for excellence and walking its talk by supporting every customer to pursue life goals and create a better future."

"We hope these life-affirming and inspiring stories of self-improvement, coupled with creative ideas and treatments, will ignite the 'Championing Spirit' in people and encourage them to push forward even in times of troubles."

"The pandemic had posed some difficulties in producing this series of advertisements. Adhering to the 'Championing Spirit', we braved the waves and met the challenges head on."



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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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