

# OUTSTANDING *Initiative on Community Health Crisis* AWARD

LIFE INSURANCE

The timely introduction of this award will recognise the proactive measures or initiatives taken by a company in response to the global outbreak of the coronavirus disease, COVID-19. The award will acknowledge its efforts to insure or provide supports to the community against the pandemic. The judges will be looking for a proactive and innovative approach that has helped to mitigate the impact of the epidemic on the public and its policyholders.

## THE TOP 3



**A DOCUMENTARY-STYLE TRILOGY**  
STARRING HONG KONG CITIZENS

First video honoring cleaners who fought hard to reduce public health risk. The second thanking Hong Kong citizens for remaining steadfast. The last about giving hope under such trying times.



**HEALTHIER, LONGER,  
BETTER LIVES**

AIA is committed to standing by Hong Kong, and we strive to enhance protection and generate positive vibes for citizens' Healthier, Longer, Better lives.

Since the pandemic's first outbreak, we have been agilely responding to the evolving virus situation and continually expanding our free protection for our customers, frontline cleaning workers, and to all citizens in Hong Kong. Understanding it is our collective efforts that enable us to conquer this challenge together, we specially launched charity campaigns and a trilogy

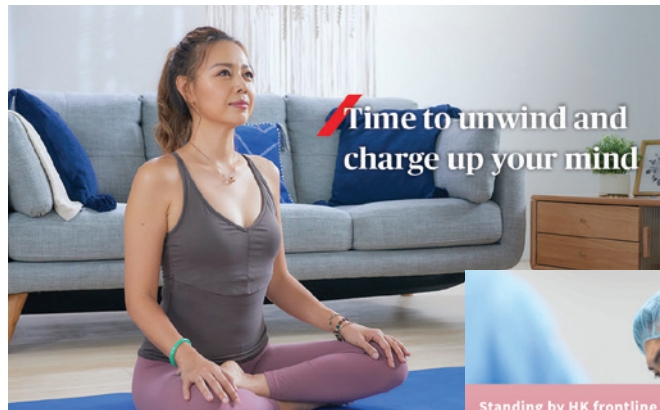


First-in-market product "AIA One Absolute – Cancer & Serious Infectious Disease Protection" that protects customers from existing and unknown serious infectious diseases that may emerge in the future.

of documentary-style videos, thanking everyone in society who have remained steadfast in their roles. Planning for the future, we also launched first-in-market insurance product, COVID-19 mobile alert service and share useful health advices to help people stay ahead of the disease.

These initiatives were supported with outdoor and large-scale digital advertising to spread the positive influence and we have gained wide support and appreciation from the community on our various efforts.

Be Agile. Be Influential. Be Ahead. Be AIA.



Follow Margaret Chung to practise breathing techniques in "Mind Charger" in the Emma by AXA app to keep your mind refreshed during the pandemic!



Standing by HK frontline medical workers to fight the virus



AXA is committed to supporting the community by providing free hospital benefit and death benefit coverage to medical workers of Hong Kong & Macau to show our appreciation and support.

Facing the unprecedented COVID-19 pandemic, we at AXA understand the fear and uncertainty it has created. As we care about our customers and the general public, we have taken a number of important steps to protect them in this difficult time.

AXA reacted proactively to the evolution of the pandemic and provided timely support and protection via these initiatives:

- **"Protect the Frontline" Programme** – free "first in the market" hospital benefit and death benefit coverage to medical workers.
- **"Ask Dr Chiu" Content Series** - timely prevention tips from a doctor's perspective

to educate the public, including a live broadcast.

- **"Enhanced policy coverage and preventive measures"** – Additional hospital cash benefits; 24-hour customer service hotline; and extension of policy premium grace period etc.
- **"Support the SME" Programme** – free cleaning and sanitising expense coverage to SME business owners who were impacted by COVID-19.
- **"Mind Charger"** in the **Emma by AXA** app – an innovative mobile app that enables the general public to uplift their mood.



HSBC Life offers complimentary special benefits for COVID-19 to all customers and their family members with no additional cost, when the pandemic starts spreading.



"HSBC Life – Fulfilling Eldercare Promise" provides supports to the elderly with dementia and their caregivers during the COVID-19 pandemic.



The outbreak of COVID-19 in early 2020 created a global crisis for governments, businesses and individuals. In response, HSBC Life found new ways to help customers, the community and staff keep their promises to their family and loved ones.

Efforts began in January to extend a special COVID-19 benefit to all life insurance customers and their immediate families to provide protection and peace of mind. This was followed by a phone application for Qualifying Deferred Annuity Policies (QDAP) and a video-conferencing service, while

delivering health tips and key facts through the HSBC Life online education hub LIFE Talk.

We were also aware that SMEs have been hit hard by the pandemic, so complimentary insurance coverage was offered to help them provide safer working conditions for their employees during the difficult time. The dementia elderly were also deeply affected, thus was launched the "Fulfilling Eldercare Promise" programme just for them. For employees HSBC Life provided flexible working arrangements and a stream of helpful videos and health articles.