

MOST INNOVATIVE

Product / Service  
AWARD

LIFE INSURANCE (WEALTH)

The award recognises the winning company who has developed a new product/service or created new revenue opportunities and market share by revamping an existing product/service.



◀ Sun Life's innovative savings and protection plan "Commitment", which helps young parents provide a promising future for their children.



▶ Sun Life Hong Kong launched a product "Commitment" to assist parents in planning their children's future in a more effective and disciplined manner so they can be prepared for any unforeseeable circumstances.



**Commitment**

Sun Life Hong Kong provides insurance and wealth management solutions to individuals and corporates through individual life and health, pension and group pensions, and third party administration businesses. For more than 127 years, Sun Life has been here grow together with the people of Hong Kong. Our purpose is to help our clients achieve lifetime financial security and live healthier lives.

**Commitment** is a participating life insurance which offers life protection while

building up ample reserves. The product offers a unique combination of Policy Continuation Benefit and the option of choosing two different beneficiaries for Saving Benefit and Death Benefit. It also provides flexibility in its plan mix based on financial status, savings and protection needs. The level of protection and savings can be adjusted by subscribing to two different optional rider benefits, namely Protection Booster and Saving Booster.



◀ Splendid Harvest 2 Income Plan is a participating whole-life product catering the customer needs of wealth preservation, retirement planning and legacy planning.



▲ Advertisement of Splendid Harvest 2 Income Plan with Leo Ku, the brand ambassador of Tahoe Life, showcasing the top selling points.



### Splendid Harvest 2 Income Plan

Tahoe Life's brand tagline 'Craft Your Future' highlights our devotion to crafting a brilliant future for our stakeholders. We are committed to providing exquisite services and developing high-quality customer centric life insurance products.

Splendid Harvest 2 Income Plan is one of Tahoe Life's flagship products which showcases our commitment. It is a participating whole-life product catering the customer needs of wealth preservation, retirement planning and legacy planning targeting pre-retirees and retirees. Its top three selling points include:

- Eternal income stability. The product provides reliable and steady income up to age 130 of the insured, thus creating a lifelong retirement income stream for our customers.
- Ultra-short payback period. Customers can enjoy a 3-year guaranteed payback period for prepayment of premium which allows flexible cash access.
- Simple legacy planning. The product is a powerful tool for legacy planning which offers a simple and flexible option to replace the lengthy legal procedures of legacy planning.



◀ "Love Mom, Love Your Child" campaign for our critical illness product was launched on Mother's Day.



▲ Our term life product allows customers to flexibly change their protection amount and period.



### WeCare Protection Series

Blue is Hong Kong's first digital life insurer - in fact we are more than that, much more. As a joint venture between Aviva plc., Hillhouse Capital, and Tencent Holdings Ltd, Blue was launched in September 2018 with a founding vision to design simple and flexible insurance solutions with customers, for customers.

Putting customers at the core of product design, Blue conducted proprietary research to understand customers' needs, and identified **simplicity**, **flexibility**, and **value** as their key asks. We acted on consumer insights by launching "WeCare Protection Series" with revolutionary product features:

- **WeCare Term Life:** featuring flexibility for customers to change their protection period and amount at no charge, with unused premium refunded
- **WeCare Critical Illness:** covering Hong Kong's three leading illnesses – cancer, stroke, heart attack – alongside complimentary cover for children
- **WeCare Personal Accident:** offering protection against 15 infectious diseases

The product suite has addressed customer pain points and their needs, serving as a testimony to our promise to put customers first.