

OUTSTANDING

# Financial Education

AWARD

Supporting Organisation:

**Investor and Financial Education Council**

*This award recognises the outstanding financial education initiatives of a company that enhance the financial literacy level (i.e. a person's ability to manage personal finance and make informed financial decisions) of the general public, employees, NGO's service users, customers, students, etc. in Hong Kong. The content of the winning initiatives should include, but is not limited to, elements on "Financial Planning" or "Protection and Risk" as outlined in the Hong Kong Financial Competency Framework, which should not contain sales and marketing of products/services and should be provided on a complimentary or non-profit making basis.*



## THE TOP 3



▲ Our online platform and blog content makes insurance simple, understandable, allowing 80% of new customers to self-serve. Visitors can read articles like "Insurance 101" at their own pace, anytime on any device.



▲ We're #1 in direct channel sales among all life insurers in 2021Q1. That's the best proof that Bowtie is able to educate our readers and successfully impact customers to learn about the importance of insurance.



Bowtie is the first virtual insurer with a mission to make insurance simple and affordable. Bowtie strives to provide information that educates users in making health insurance decisions. In just two years, Bowtie has provided over US\$10 billion insurance coverage to over 40,000 customers.

We fully utilize our digital insurance platform, content information and innovative tools to empower customers to make informed purchasing decisions. Our customers can easily gain access to product information, benefits, premiums and claim

status anytime and anywhere without sales pressure.

Bowtie also strives to establish a resourceful library of insurance, healthcare and wellness articles that are written by our network writers consisting of medical doctors, actuaries, product specialists and professionals from different industries. For the first half of 2021, our content strategy achieved the highest web traffic among major finance educators and all HK insurers. Bowtie is ranked 1st in terms of policies sold for pure protection products using direct channels.



◀ LIFE Talk's simple and well-structured content responds to the latest hot topics and market developments, giving users direct and easy access to practical tips and advice.



▲ To empower customers with better financial-planning knowledge, HSBC Life recently launched Retirement Predictor – an interactive engagement tool that helps customers take stock of their future financial picture through gamification.

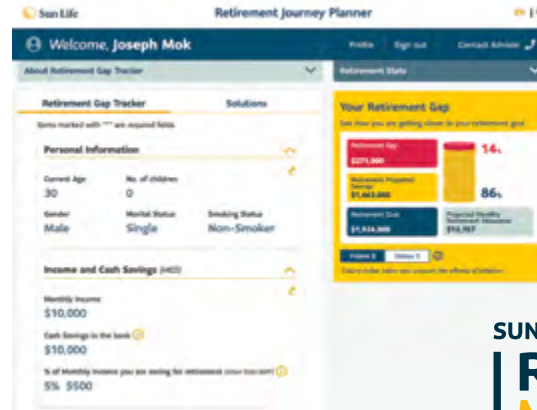


To help our customers better understand insurance products, HSBC Life's 'simple language' initiative removes jargon and small print, while simplifying the language and presentation to make product information more customer friendly.

As a continuation of its 'simple language' initiative, HSBC Life introduced its first financial literacy platform called LIFE Talk – a centralised online content hub that conveys complex insurance knowledge in easy-to-understand ways to our customers through compelling videos and bite-sized articles. LIFE Talk helps

our customers understand insurance products that have long been seen as technical and difficult to comprehend.

Presented in an appealing lifestyle approach with graphics, pictures, and videos, LIFE Talk's content is easily understood. Three main sections – Health, Wealth and Decoding Insurance – give users a wide range of useful and timely information in a convenient way. It ultimately empowers them to make better decisions about how to manage risk through suitable insurance solutions.



◀ An end-to-end digital tool that can help people get started. It can also assist advisors in educating clients on the topic and assessing their progress along the retirement planning journey.



▲ The Sun Life Retirement Mastery Index measures Hongkongers' degree of control over retirement planning, evaluating their real performance in three pillars: "Intelligence", "Momentum", and "Positive Experiences".

Sun Life Hong Kong has been helping Hong Kong to shine brighter since 1892. Today, we provide professional financial services to both individual and corporate Clients through our individual life and health, pensions and group pensions, and third party administration businesses in Hong Kong. We are focused on providing client-centric protection, wealth, and retirement resolutions to satisfy our clients' evolving needs at different life stages.

The compound effect of aging population and skyrocketing cost of living have put retirement protections under spotlight.

Financial education can enable the general public to have a better understanding of retirement planning and start saving for retirement before it is too late.

As the 3<sup>rd</sup> largest MPF service provider in Hong Kong based on AUM\* and an insurer that boasts a proud history that dates back more than 120 years, Sun Life Hong Kong understands Hong Kong people's anxiety over retirement and is prepared to help Hong kongers plan for a comfortable retirement.

\* Mercer MPF Market Shares Report (as at June 30, 2021). MPF refers to Mandatory Provident Fund. AUM refers to assets under management.