

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.



THE TOP 3



▲ FTLife launched a revolutionary product "On Your Mind" Insurance Plan that met the evolving needs of customers.



▲ To maximize the reach to consumers, FTLife launched a series of impactful and consecutive outdoor advertisements to promote "On Your Mind".



"On Your Mind" Insurance Plan

Driven by our "Think beyond insurance." core value, FTLife redefines traditional life into a ground-breaking insurance of "On Your Mind" by offering two versions for different customers with three innovative first-in-market features which allow customers to acquire carefree life at different stages.

"On Your Mind" makes a revolutionary breakthrough by embedding Policy Reverse Mortgage Function, customers can convert death benefit amount into annuity upon retirement while traditional life only pays out upon insured's death. It helps customers better fulfil their evolving needs

during lifetime. Customised Death Benefit Arrangement is also offered to customers to take control of future by selecting designated death benefit option for each beneficiary according to different needs. In view of increasing dementia cases, the plan provides advanced payment for severe dementia to cover extensive care expenses when needed.

With two versions, FTLife can perfectly offer a life insurance plan to address customers' specific needs, no matter with a comprehensive coverage or an affordable plan with care.



▲ Alongside the launch of Magnitude, Zurich has also developed a first-in-market mobile app, ZOOM, enabling partners to benefit from digitized, more efficient, and streamlined processes, notably simplifying the formulation of proposals for customers.



Magnitude

As the first-in-market Investment-linked Assurance Scheme (ILAS) to incorporate a coveted cross-generation wealth transfer feature, Magnitude enables customers to plan their family's financial future by building, securing, preserving, and transferring wealth over generations. Magnitude is an invaluable tool that efficiently combines wealth management, inheritance, and succession planning in a sophisticated framework.

Together with an extensive network of select partners including globally renowned fund houses and independent financial

advisors, our team of experts offers a holistic approach that helps understand and anticipate the needs of customers in a complex and dynamic world.

Zurich Hong Kong celebrates its 60th anniversary in 2021, and we have continued to be an innovative player in the world of insurance to this day. Over 30 odd years, we have introduced a total of 28 ILAS products, second-most in the market, and accumulated in-depth technical knowledge and experience that continue to strengthen our proposition.



▲ Zurich Hong Kong launched the first-in-market ILAS policy with a cross-generation wealth transfer feature in Hong Kong.



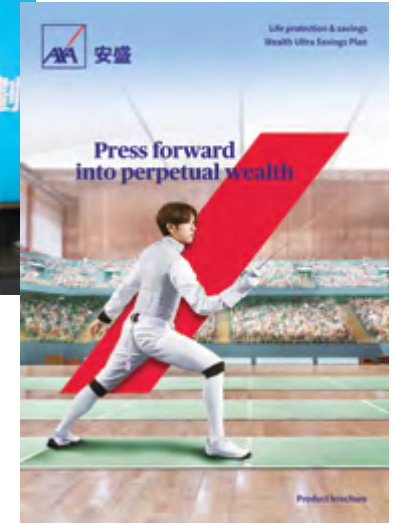
▲ Kevin Chor, Chief Life And Health Insurance Officer of AXA China Region Insurance Company Limited, announced the launch of an epoch-making savings solution - Wealth Ultra Savings Plan



Wealth Ultra Savings Plan

Under the current volatile market conditions, we understand that people want to have more flexibility to achieve their savings goals. That's why AXA launched its timely innovative savings product Wealth Ultra Savings Plan ("Wealth Ultra") in July 2020, offering dual bonuses and competitive long-term return to accelerate customers' wealth growth and achieve their ideal financial goals. Upon completion of the premium payment term, total cash value is projected

to be doubled every 10 years on average. "Wealth Ultra" is equipped with 3 unique market features at its launch, including Flexible Premium Option, no aggregate limit for Bonus Lock-in rate and Flexi Continuation Option. It provides flexible and personalised options for customers to best meet their financial goals at different life stages, allowing them to have more certainty to achieve their plans and to share their wealth with future generations.



▲ Wealth Ultra Savings Plan offers sustainable wealth growth across multiple generations, along with market leading flexibility to counter against market shifts and changes in your financial standing.