



Top performers set new heights for Hong Kong's insurance industry

The Hong Kong Insurance Awards – first launched in 2014 – is one of the most prestigious brand elections in the Hong Kong insurance industry. The Awards recognise the excellent accomplishment of insurance companies, teams and individual practitioners.

The 2022 edition's award presentation ceremony cum gala dinner took place on October 25 at the Grand Hyatt.

"Amid the longstanding pandemic, we are most encouraged by the keen and overwhelming response from the industry. It also demonstrated the perseverance and resilience of our insurers and individual practitioners regardless of the hardship they have faced in these trying times," said Winnie Wong, Chairman of the Hong Kong Federation of Insurers (HKFI).

As Hong Kong demographics opt for increasingly sophisticated wealth planning strategies and insurance products become more integrated and complex structured, there is a vital need for professionals in the industry to help businesses, families and individuals navigate the market and identify solutions that best fit their needs.



Honourable guests and judges of Hong Kong Insurance Awards 2022, together with Governing Committee Members and Chief Executive of the HKFI



Winners of 19 awards with their trophies on the stage at the prize presentation ceremony cum gala dinner

"The Hong Kong Insurance Awards sets the benchmark for excellence in the Hong Kong insurance sector. We have witnessed a steady upward trajectory in the calibre of our candidates' achievements every year, as insurers continue to reach new heights. We look forward to seeing Hong Kong insurance industry raising the bar for years to come," said Catherine So, Chief Executive Officer of South China Morning Post, which worked alongside the HKFI in the organisation of the event.

She added, "we saw the nimble and adaptive approach of Hong Kong insurance companies, as they remained responsive to unprecedented market needs throughout the pandemic period, offering various insurance products with different kinds of protection to allow people to rest assured that lifelines always remain within reach."

The 19 awards recognise the achievements and successes of the industry's top performers. They cover almost every aspect of the industry, from claims management, customer services, training and development, innovative products, marketing to ESG and beyond.

"The awards highlight the innovation and evolution of our industry, in order to fulfill the evolving customer needs, and to better serve the insuring public. Ever since the pandemic has erupted, the insurance industry has manifested its agility and innovativeness in reshaping the consumption behavior of the market," Wong said during her opening remarks at the gala celebration.

Wong registered a big vote of thanks to the panel of judges, who have dedicated their time and expertise to make the hard decision when evaluating so many exceptional candidates.

So also expressed her gratitude to the judges and HKFI. "We are honoured to gain a first-hand perspective of how the industry innovates to overcome emerging challenges while continuing to address long-standing social issues. We also take pride in the achievements represented among the full range of award categories, which reflect the needs and values of our community."

"Through organizing this annual remarkable event for years, we are making good progress in setting benchmarks, maintaining the superb standard as well as uplifting the professionalism across the industry. Together with the commitment to pursue excellence demonstrated by the awardees, I believe our industry will remain fully committed to keeping up with our good work on contributing to the society and helping to bolster the status of Hong Kong as an international insurance and risk management hub," Wong concluded.



Winnie Wong, Chairman of the HKFI, organiser of the awards



Catherine So, CEO of South China Morning Post, co-organiser of the awards

Outstanding Claims Management Award

Prudential Hong Kong Limited



Prudential Hong Kong's claims philosophy is simple – we want to process customers' claims timely and securely, and with compassion and care. The cornerstone of our customer-focused strategy is the seamless claims journey anchored by digital innovation. Prudential has introduced the first-in-market, hassle-free paperless pre-authorisation hospital claim process, making it easy for customers to plan medical expenses and enjoy cashless medical treatment at our medical network. To further streamline the claim submission process, Prudential has extended its AI-powered chatbot capabilities that enable financial consultants to submit hospital claims for their customers via chatbot claims, and significantly shorten the time to complete claim submission to three minutes. This innovation was a response to customers' evolving needs, heralding a milestone in the evolution of insurance claims in Hong Kong.

As the world emerges from the pandemic, making healthcare more affordable and financial security accessible to our customers become

key priorities for Prudential. To meet customer's increasing demand for greater convenience, faster turnaround time, and more self-service options, Prudential will continue to embrace technology and deliver a seamless end-to-end digital experience to customers.



Prudential embraces technology to offer a highly digitalised and seamless claims journey for customers.

Outstanding Customer Services Award

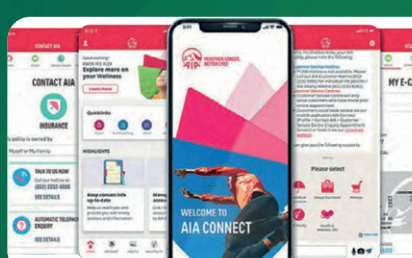
AIA International Limited



AIA Hong Kong is committed to live up to our Purpose in helping people live Healthier, Longer, Better Lives with Customer Centricity at the core of our drive for Service Excellence. While the global pandemic has transformed our behaviours and reshaped customer expectations, AIA Hong Kong is dedicated in meeting evolving customer needs by providing 360 Service Beyond Boundaries – delivering exceptional experience through both human and digital support to our customers and intermediaries alike.

Among the digital solutions, our AIA Connect enables customers to manage all AIA accounts and perform policy changes in one single platform, and our Chatbot resolves customer and intermediary enquiries round-the-clock. Those who opt for human assistance can seamlessly switch to and connect with our service advisors who provide personalised solutions and resolutions on complex cases.

Looking forward, we will continue to differentiate the AIA Experience through technology, digital and analytics to create Simpler, Faster and More Connected customer journey.



AIA Connect, a self-service digital portal, enables customers to manage all AIA accounts, perform policy changes, schedule telemedical consultation, and file and track claim requests.



Our 360 Service also provides services with human interactions as our service advisors serve customers and intermediaries face-to-face and deliver personalised solutions and resolutions on complex cases.

Outstanding Training & Development Award

HSBC Life (International) Limited



HSBC Life, being the market leader and the first insurer in Hong Kong to introduce end-to-end video sales meetings, has been striving to nurture our salesforce across all distribution channels. Our Insurance Academy well demonstrates our commitment to growing frontline staff into all-rounded insurance professionals.

To support our strategic business goals by unlocking untapped opportunities in our mid-market segment and boost insurance take-up, we have designed a comprehensive learning journey to equip and bolster trainees' knowledge, skillsets



HSBC Life Insurance Academy acts as a strategic partner to business leader and leads the training strategy and programme designs.



To groom our staff to become all-rounded insurance professionals, HSBC Life Insurance Academy has designed a series of comprehensive and diverse training modules.

and mindsets. Examples include a lively proposal presentation in a virtual sales environment, a sales journey toolkit and a medical chatbox video series. Training content are broken down into micro-learning with blended methodologies to interact with our staff. Different teaching styles and formats are adopted so that learning anytime, anywhere can be made possible. It is gratifying to see how our training initiatives help drive business outcomes that align with our company's strategic goals.

Outstanding Corporate Social Responsibility Award

AIA International Limited



In view of the unprecedented impact of COVID-19, AIA Hong Kong stepped up our support to the community with a focus on the underprivileged and young generation.

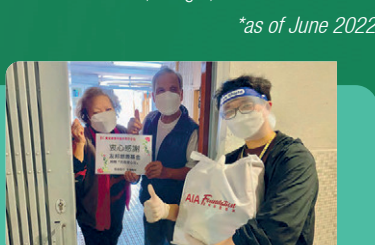
Our key achievements included the donation of HK\$40 million through AIA Foundation to Yan Oi Tong and the Hong Kong Council of Social Service in March 2022, supporting 20,000 elderly and people with disabilities. Our staff volunteer activities brought love to over 12,000 beneficiaries. We also launched various timely measures such as providing "Free Vaccination Side Effect Cover" to over 2.7 million eligible customers.

We continued with our commitment to nurturing the young generation. AIA Scholarships granted around HK\$10 million to university students in 2022 and will continue to support 100 undergraduates every year for the next several decades.



AIA Scholarships is a long-term commitment to pledge US\$100 million that offers financial assistance to 100 local undergraduates every year over the next several decades.

COVID-19 has not deterred our commitment to create a better and more sustainable future, rather it has made us more determined to help more people to live Healthier, Longer, Better Lives.



A total of HK\$40 million was donated to provide emergency support for 20,000 elderly and people with disabilities, who were hard hit by the 5th wave of COVID-19.



We are committed to nurturing the next generation to follow their dreams of a sustainable future.

Excellence in ESG and Sustainability Award

Zurich Insurance (Hong Kong)



Zurich aspires to be one of the most responsible and impactful businesses in the world, which truly reflects its purpose to "create a brighter future together".

We have long been committed to putting our sustainability vision into practice, adopting the sustainability lens across all our business decisions and driving positive changes that matter. We take up the responsibility to lead and shape a brighter future – together with our partners, customers, people and community for transformational results including:

- Reduced paper use by 40% YOY as of May 2022
- Digitizing our processes



Zurich Hong Kong proactively engages our people and their family to serve the local community and to care for our environment.



We are committed to nurturing the next generation to follow their dreams of a sustainable future.

- Maintained a more sustainable office with measurable reductions in CO2 emissions
- Mobilized 75% of our workforce in Climate Month initiative
- Influenced the community for a more sustainable society by voluntary work and sponsorships

Present in Hong Kong since 1961, Zurich Insurance (Hong Kong) is dedicated to providing the city with a diverse range of general insurance and life insurance solutions. We continue to push our boundary further in Environmental, Social and Governance (ESG) performance, to make scalable and lasting impact.

Outstanding Initiative on Community Health Crisis Award

AIA International Limited



AIA Hong Kong supports the community, its customers, staff and financial partners in fighting the COVID-19 pandemics on all fronts. A total of HK\$40 million donation was made in March 2022 to support 20,000 less privileged elderly and people with disabilities. A series of initiatives have been introduced such as implementing a Special Claim Arrangement for Hospital Cover for eligible customers diagnosed with COVID-19 and admitted to the community treatment facilities designated by the Government; reserving HK\$100 million to provide eligible customers with "Free Vaccination Side Effect Cover" including the vaccines against COVID-19 and offering "Telemedicine Service" for eligible customers, financial planner's and employees, etc.

Through applying anti-COVID measures, AIA Hong Kong uplifts its brand equity to be the No. 1 Insurance Brand associated with "Health and Wellness" and having the "Most Comprehensive Health Protection"™.

Source: YouGov BrandIndex, June 2022 with a sample size of 1,310. YouGov is an international market research and data analytics firm.



A total of HK\$40 million donation was made in March 2022 to provide timely support to 20,000 less privileged elderly and people with disabilities.



Outstanding Integrated Marketing Strategies Award

AXA China Region Insurance Company Limited



Relevance and personal touch are always at the heart of AXA. In every single aspect from product design, marketing strategy, communication messaging, to customer touchpoint. WiseGuard Pro campaign is a proven success of how we orchestrated the key winning factors and won our customers' heart.

The challenge of marketing insurance products, which typically have high entry costs and little differentiation in communication, has always been



Using the dynamic creative function of the digital platform, over 1,200 banners with 400 distinctive contextual messages were developed.

Outstanding Digital Marketing Campaign Award General Insurance

OneDegree Hong Kong Limited



OneDegree Hong Kong launched a holistic digital marketing campaign to promote its new home insurance campaign. Acknowledging the need for inclusiveness for a diverse community, the new home insurance campaign deliberately taps into this underserved market by extending its policy definition of "family" to cover both traditional and LGBTQ+ families, a true commitment to protect every family equally and promulgate family protection without bias or limitations.

The home insurance campaign was launched in Pride Month to amplify its impact to LGBTQ+ community. Started with an authentic social video that featured 10 LGBTQ+ couples, including celebrity Kayla Wong and her wife Elaine Chen-Fernandez, where they expressed thoughts around their meaning of "home". Followed by TVC, press interviews, KOL engagement and online advertorials, we created the talking point to draw brand awareness among public. The social video has eventually achieved 4.6m across different platforms, helping us to reach out to our target customers and drive conversion successfully. Apart from the tremendous business results, the campaign was also a testament to OneDegree which further affirms our commitment – providing comprehensive and valuable protection through InsurTech.

In the pursuit of financial inclusion, FWD has revamped its online insurance platform for a better customer experience and to make life and general insurance products more accessible digitally. We launched a full-funnel digital marketing campaign "One-Stop Digital Platform" to promote the new platform.

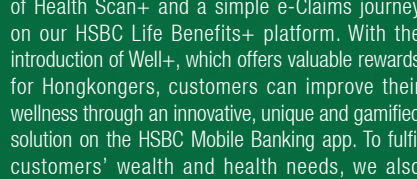
Awareness was generated through multiple touchpoints from content blog, SEO, SEM, social and display to other programmatic networks with enhanced audience targeting, followed by celebrity and micro-influencer engagement. Leveraging



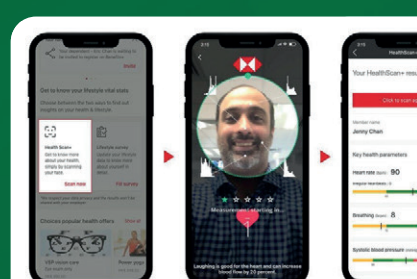
FWD's online insurance platform provides an easy and friendly user experience. It is an important touchpoint at the conversion funnel.

AdTech such as lookalike and custom audience, we created customized messaging to target different individuals. This campaign is a vivid example of how to use technology (e.g. Salesforce, conversion API and advanced data analytical tool-like attribution models) smartly to drive campaign performance. The combination of smart technology, data intelligence, ongoing test-and-learn and agile execution successfully led to significant growth in awareness, platform traffic and sales conversion. The easy-to-use online insurance platform helps customers save time and effort so that they can have more time to spend with their families and loved ones.

Enabled Meetings and Tele-underwriting services demonstrate the blend of personal touch with the convenience of digital capabilities.



Video-Enabled Meetings provided much-needed support to customers and have demonstrated the resilience of our hybrid advisory and digital sales model.



HSBC Life launched the market-first instant health scanner - Health Scan+ - to help customers monitor their well-being as a preventative health tool.

Most Innovative Product / Service Award General Insurance

AXA SmartProtect Plus – AXA General Insurance Hong Kong Limited



SmartProtect Plus provides first-in-market shared coverage, allowing all insured members in a policy to share one insured sum with additional premium savings. Together with conventional individual insurance plans, they are catered to meet the distinct needs of different families.

SmartProtect Plus offers personal accident protection for all 3 generations of a family in one single policy, with the first enrollment age as young as 6 months old to a maximum of 80, while renewal of the policy will have no age limit, keeping abreast with the trend of longevity. The sports protection feature includes compensation for sports equipment. With that, customers can enjoy their favorite sports with peace of mind.

Besides, we have simplified the buying journey with instant quotations and online enrollment available 24/7. Customers can manage protection for their families anytime, anywhere at their fingertips with ease.

SmartProtect Plus offers thoughtful protections, including market-first features that address customers' evolving needs, and has been well received by the market since its launch.



AXA aims to become a lifeline partner of our customers by providing them with market-leading all-round protection.



With sports protection as an optional add-on, family members can enjoy their favorite sports with peace of mind.

Most Innovative Product / Service Award Life Insurance (Health)

AIA Health Journey Guardian – AIA International Limited



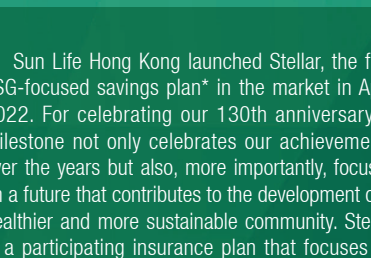
AIA Hong Kong is your committed Health Partner, accompanying you always on your personal health journey.



We communicated these innovations with a major media conference, together with our press conference ensured extensive awareness in both business and mass media.

Most innovative Product / Service Award Life Insurance (Wealth)

Stellar – Sun Life Hong Kong Limited



Sun Life Hong Kong launched Stellar in April 2022.



Fully committed to offering clients well-designed insurance products and solutions, Sun Life Hong Kong celebrates 130 years of business operation in the city.

* This is based on market conditions as of April 12, 2022 and comparison among other savings plans for new Compolife and Long Term Businesses as defined by the Insurance Authority in the Register of Authorized Insurers.

Most Innovative Product / Service Award Voluntary Health Insurance Scheme

vPrime Medical Plan with FWD Care – FWD Life Insurance Company (Bermuda) Limited



vPrime goes above and beyond the standard scope of VHS. The plan offers more comprehensive coverage than traditional VHS products, removes sub-limits of benefit items, and provides more flexibility with a wide range of deductible options and affordable premium. In addition, FWD goes an extra mile to introduce several first-in-market features, including:

- An innovative first-dollar coverage where deductibles are waived for designated crises, enabling our customers to have peace of mind and focus on recovery when in need
- Free extra protection for newborn babies
- Family no claims discount to encourage customers adopting a healthier lifestyle together with their families

Endeavoring to go beyond mere financial support, FWD offers the market pioneering FWD Care, which includes a series of professional services from ancillary services and consultation to rehabilitation (including a designated recovery nurse), providing the best possible care throughout a patient's journey.

vPrime offers comprehensive and transparent protection, flexible choices in deductible options with affordable premiums and waiving deductibles for designated crises.

AIA Hong Kong has been providing employee benefits solutions to companies of all sizes for over 60 years. Our purpose-led and customer-centric approach have supported our growth as an industry leader and one of the few providers offering one-stop group insurance, pension, and employee voluntary solutions. Dedicated to understanding the challenges faced by both employers and employees and what they value most, we deliver strategic employee benefits solutions that underline our value propositions:

- VALUE by providing a broad range of value-for-money products and exclusive value-added services;
- CHOICE by offering a comprehensive range of voluntary solutions and investment choices to meet unique retirement and medical protection needs; and
- SIMPLICITY by making it easy and convenient for employers and employees through state-of-the-art digital platforms and dedicated serving teams.

Our solutions meet the evolving needs of the diverse workforce and help companies to stay competitive while fulfilling human resources objectives in a flexible and cost-effective manner.



Digitalisation is transforming the employee benefits landscape – "AIA Connect" is a powerful, all-in-one mobile app that enables our customers to manage all their AIA accounts in one platform, anytime, anywhere.

By listening to our customers, we gain a better understanding of their needs. This enables us to develop products and services that cater to their retirement and medical protection needs.

CHINA

Things that can't last, won't. In our view, land purchases by LGFVs could strain their cash flows and increase leverage

S&P GLOBAL RATINGS CREDIT ANALYST LAURA LI ON THE PROSPECTS OF A BREWING CRISIS FOR LOCAL GOVERNMENTS BECAUSE OF FALLING REVENUES AND AGGRESSIVE LAND PURCHASES > CHINA A9

Best Partnership Project Award General Insurance

Asia Insurance Company, Limited

As a groundbreaking insurance solution, the all-in-one In-Network Healthcare Ecosystem provides comprehensive medical packaged plans, ranging from wellness programs, primary outpatient services, day case procedure/hospitalisation to post-hospitalisation care services. Strategically partnering with CUHK Medical Centre (CUHKMC), Hong Kong Baptist Hospital Ambulatory Medical Centre (HKBHMC) and Dr.Vio & Partners, customers can enjoy a peace of mind without worrying about unexpected medical expenses as the treatment protocol and pricing have been mutually agreed in advance.



All-in-one In-Network Healthcare Ecosystem covers wellness, out-patient, hospitalisation, post-hospitalisation and rehabilitation treatment packages.



Joining forces with CUHKMC, HKBHMC and Dr. Vio & Partners, we launched a package-priced Day Case Endoscopy Service in 2019 and VHIS plan Asia iCare in 2021.

Real cashless medical services are provided by local credible medical service providers and hospitals, safeguarding customers from any shortfall payment or surgery delay due to prolonged pre-approval time. Since 2019, more than 10,000 people have benefitted from our extensive medical network backed by over 300 experienced specialists. To further expand our service scope, in 2021, we also launched our first VHIS plan, Asia iCare, to fully cover 5,000 surgical packages. Looking ahead, we will continue to promote transparent package pricing model and expand our services, striving to provide high-quality and affordable medical services to Hong Kong people.

Outstanding Agent of the Year

Henry Tsang, Prudential Hong Kong Limited



Henry Tang, Regional Manager, CHARM Agency

I am thrilled and honoured to be named the Outstanding Agent of the Year. It is undoubtedly one of the greatest achievements in my 25-year career in the financial planning industry. As a Senior Regional Director leading nearly 400 professional advisors, I am committed to building a team with passion, compassion and a "WE Culture" spirit, who strives to offer services that surpass customers' expectations. Currently I am managing over HK\$500 million total life protection for over 1,000 families, I am a 12-year Million Dollar Round

Table (MDRT) member, including five Court of the Table (COT) and four Top of the Table (TOT) honours. I am also a founding member of the LUA Academy, which provides continuous training and development courses to industry practitioners. Despite the pandemic challenges, I believe there are plentiful new opportunities that will shape a brighter future for the insurance industry, including those arisen in the Greater Bay Area. "Give first and be your best self" is my life motto. It is also a mindset that I hope to instil in youngsters on their road to success.



Henry is committed to building a team with passion, compassion and a "WE Culture" spirit.

Best Partnership Project Award Life Insurance

AIA International Limited

AIA Hong Kong, a customer-centric insurance company, always keeps abreast of the health trends, health issues and healthcare system in Hong Kong to create sustainable solutions to our customers while adding value to the community. Fostering the spirit of giving back to the society and promoting public health, AIA Hong Kong joined hands with global pharmaceutical companies to launch the "Health Plus Partnership Programme", a cross-industry partnership ecosystem to offer our customers with additional benefits on cancer medications



Health Plus Partnership Programme is the cross-industry partnership between AIA Hong Kong and four leading global pharmaceutical companies, AstraZeneca Hong Kong, Lilly, Novartis and Pfizer.



The industry's first collaboration with pharmaceutical companies aims to alleviate the financial burden on cancer patients, reaffirming AIA's commitment to help people live Healthier, Longer, Better Lives.

from both AIA Hong Kong and pharmaceutical companies. Health Plus Partnership Programme is a first-in-market cross-industry collaboration with like-minded partners, with a shared vision to address patients' affordability concerns and create a vibrant medical ecosystem allowing patients' expanded access to innovative and life-changing medications. This sets the foundation for a partnership ecosystem with huge expansion potential and has marked the dawn of a new era in insurance.

Outstanding Young Professional of the Year – Intermediary

Kenny Tai, FWD Life Insurance Company (Bermuda) Limited



Kenny is the youngest district director at FWD Insurance and has been a MDRT member for 8 consecutive years since 2015. He became a COT member in 2022.

Kenny Tai Wing Keung, who started his career in 2013, is the youngest district director at FWD Hong Kong. He has been a MDRT member for eight consecutive years since 2015, and became a COT member in 2022. Kenny believes a company's success cannot solely rely on individual performance, but teamwork matters. As an elite trainer at the FWD Business Academy and FWD promotion ambassador, he holds training sessions regularly to share his best practices and experience with the company and industry professionals.

Additionally, he serves as a Vice President at ACT Charity. With steadfast dedication to community services, Kenny has organised over 40 charity events, benefiting more than 5,000 people. Looking ahead, he aspires to be FWD's youngest Regional Director in two years with 100 professional advisors. He will continue to optimise the training programme and enhance recruitment to attract more talents.



With steadfast dedication to community services, Kenny has organised over 40 charity events, benefiting more than 5,000 people.