

PRESS RELEASE

7 May 2018

## **BOC Life Celebrates 20<sup>th</sup> Anniversary Marking a Milestone of 2 Decades**

BOC Group Life Assurance Company Limited (“BOC Life”) was inaugurated in Hong Kong in 1998. Having served the local community for 20 years, BOC Life has developed to become one of the leading life insurance companies in Hong Kong. In celebration of its 20<sup>th</sup> Anniversary, the company will launch a series of promotion programmes including the rollout of a commemorative logo and title sponsorship for TV programmes. It will also step up the promotion on electronic services and insurance products via social media, to fully cater for the insurance needs of the e-generation.

Mr. Terry Lo, Chief Executive of BOC Life, said, “Rooted in Hong Kong, we have grown together with the insurance industry and been playing a leading role in RMB insurance products and bancassurance. At the same time, we have made great strides in the development of multi-channel distribution and innovative services and products, to provide customers with all round insurance protection.”

Into a new chapter of the company’s history, BOC Life will meet the evolving needs of the e-generation by enhancing the communication and connection with customers through its official accounts of WeChat and Facebook and the promotion on product offers and electronic services. A brand new Chatbot service will soon be available in May. In the meantime, BOC Life is actively collaborating with newly emerged electronic payment platforms to offer life insurance products.

The commemorative logo of BOC Life highlights “20” as the key visual element, with the use of a simple modern font and red colour to bring out the meaning of vibrancy, joy and infinity. In-between is a ribbon shaped pattern to signify the message of “inheriting the past and ushering in the future”, for BOC Life to embrace the opportunities ahead with the backing of 20 years’ achievements.

On 7 May 2018, a celebration reception was held on the top floor of BOC Tower in Central and joined by the representatives of the insurance industry, its business affiliates and the management team of Bank of China (Hong Kong) Limited.

- End -

## Photo



BOC Life 20<sup>th</sup> Anniversary Ceremony is officiated by distinguished guests. From left: Dr. Sze Chi Ching JP (Chairman, Hang Tung Resources Holding Limited), Mr. John Leung JP (Chief Executive Officer, Insurance Authority), Dr. Moses Cheng GBM, GBS, JP (Chairman, Insurance Authority), Mr. Gao Yingxin (Chief Executive, BOCHK and Chairman of the Board, BOC Life), Mr. K. P. Chan GBS, JP (Legislative Councilor), Mrs. Ann Kung (Deputy Chief Executive, BOCHK) and Mr. Terry Lo (Chief Executive, BOC Life)

## About BOC Life

BOC Group Life Assurance Company Limited (“BOC Life”) was founded in Hong Kong and has served the local market for years. We have grown to be one of the top life insurance companies in Hong Kong, with a commitment to offering comprehensive services in life insurance, wealth management and retirement protection. BOC Life’s shareholding is owned by BOC Hong Kong (Holdings) Limited and Bank of China Group Insurance Company Limited. In addition to the channels of tied agency, brokerage, telemarketing and eChannel, BOC Life distributes its acclaimed life insurance products in Hong Kong via the professional relationship managers at the branches of Bank of China (Hong Kong) Limited, Chiyu Banking Corporation Limited and Nanyang Commercial Bank. We strive to provide our customers with tailored insurance and financial planning services that meet their personal needs and targets.

BOC Life's solid financial strength has been affirmed by international rating agencies, including the financial strength ratings of "A" by Standard & Poor's and "A2" by Moody's Investors Service