



## About BOC Life

BOC Group Life Assurance Company Limited ("BOC Life") is committed to offering our customers a wide range of financial solutions encompassing life insurance, wealth management, medical and retirement protection, with the goal of supporting their diverse needs and helping them achieve their financial objectives. We firmly uphold the principles of Environmental, Social and Governance (ESG) in our operations by actively promoting and putting sustainable policies into practice. With unwavering integrity and professionalism, we strive to create sustainable value and mutual success for our customers, stakeholders and communities at large.

### Core Values

Adhering to the core values of the Group, BOC Life is dedicated to being a reliable, lifelong partner for our customers and stakeholders.

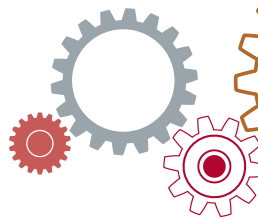
#### Our Values are to:

**Provide Excellent Services**

**Innovate with Prudence**

**Uphold Openness and Inclusiveness**

**Collaborate for Mutual Growth**



### Your Brand of Choice

- Since we started serving customers in 1998, BOC Life has grown to become one of the largest and leading life insurers in Hong Kong.
- Our shareholders include BOC Hong Kong (Holdings) Limited (2388.HK) and Bank of China Group Insurance Company Limited. The parent company, Bank of China (3988.HK), possesses reputable track records and proven capability and operates insurance businesses through the two aforementioned companies, both of which are registered in Hong Kong.



### Solid Financial Strength Affirmed by International Rating Agencies

- Financial strength rating of **"A"** by Standard & Poor's
- Financial strength rating of **"A1"** by Moody's Investors Service
- Total assets amounted to **nearly HK\$200 billion**<sup>1</sup>



### Market-leading Positions

- Ranked among the **top 3** insurers in the Hong Kong life insurance market since 2020<sup>2,3</sup>
- Ranked among the **top 3** insurers in the bancassurance market for more than 10 years<sup>2,4</sup>
- Million Dollar Round Table memberships registered by BOC Life rose **20%** in 2023 (calculated based on 2022 performance)<sup>6</sup>
- **No.1** brokerage sales in 2022<sup>2,8</sup>
- **Largest market** share in RMB insurance sales for more than 10 years<sup>2,4</sup>
- **No.1** tied agency in the industry in 2022 in terms of standard premiums of new policies per capita<sup>5</sup>
- **No.1** internet sales performance<sup>2,7</sup>



1 Data as of December 2022.

2 Based on the standard premiums of new policies. In reference to the data of direct individual new business stated in the Quarterly Release of Provisional Statistics for Long Term Business issued by the Insurance Authority (IA).

3 Data since 2020.

4 Data since 2013.

5 Standard premiums of new policies per capita = 2022 full year standard premiums of new policies (Source: IA Quarterly Release of Provisional Statistics for Long Term Business (January – December 2022)) divided by the average number of agents. The average number of agents refers to the average value between December 2021 and December 2022, in reference to the data released by a market consulting company in its monthly publication.

6 Calculation based on the numbers of the Million Dollar Round Table members registered by BOC Life in 2022 and 2023.

7 In reference to data of direct distribution channels of direct individual new business since 2019; direct distribution channels include direct mail, telesales and internet sales, and for BOC Life, direct distribution channels were dominated by internet sales.

8 Data in 2022.



中銀人壽  
BOC LIFE

您的終身伙伴  
Your Life Partner

## Innovative Product and Service Offerings

- We provide comprehensive protection and financial planning services to our customers while offering a diverse range of products including whole life, universal life, endowment, annuity, critical illness and health insurance plans with flexible currency options tailored to diverse customer needs.
- We launched Hong Kong's first green insurance plan certified by an independent third-party professional institution<sup>9</sup>. The plan discloses clearly our green investment strategies by setting out criteria for the selection of green bonds and other green financial instruments that comply with "The Green Bond Principles" promulgated by the International Capital Market Association.
- As one of the first insurance companies to launch Qualifying Deferred Annuity Policy (QDAP), our offerings have been well-received by the market since launch.

## Advantages of Multi-channel Distribution



### Bancassurance

Distribute insurance products through its connection with Hong Kong's largest banking network, comprising branches from Bank of China (Hong Kong) Limited and Chiyu Banking Corporation Limited, and a virtual bank, livi bank.



### Digital Channels

Diverse online insurance products are available for purchase within a few taps on computers or smart phones.



### Tied Agency

Provide life insurance, financial planning and one-stop banking service referrals to help customers to manage their personal finances with ease.

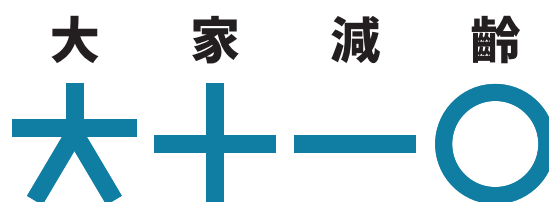


### Brokerage

Offer a diverse range of products tailored to specific customer groups, such as high-net-worth clients, through professional and experienced local and international insurance brokers and independent financial advisers.

## Building a Wellness Ecosystem

- BOC Life's wellness ecosystem brand "Live Young" introduced the exclusive "Biological Age Model BAM", which helps users calculate their biological age and gives reward points when customers successfully "reverse" their age, which can be used to redeem various digital rewards. Coupled with games, charity and social elements, "Live Young" promotes healthy living among users and their family members.



<sup>9</sup> It refers to the result generated as of 7 August 2022 via the comparison of the same-category key short-term saving plans (payment and protection period within 3-5 years) in the Hong Kong life insurance market. Ernst & Young serves as the professional accreditation institution which certified the BOC Life iGreen Savings Insurance Plan before its launch.

## Professional Investment Team

- BOC Life's experienced and professional investment team builds diversified portfolios of fixed-income and growth investment assets.
- With a combination of prudent investment strategies and flexible asset allocation, BOC Life actively seizes investment opportunities. Our team selects financial instruments available in financial markets around the world with the goal of delivering investment returns and achieving steady growth.



### Equities

Diversified across different stock markets with a primary focus on Mainland China, Hong Kong and U.S. markets.



### Private Funds

Investments are made with reputable private funds.



### Fixed-income Funds

Includes investments in loan funds and bond funds.



### Bonds

Investments are made in investment-grade bonds, with portfolios diversified across various regions.

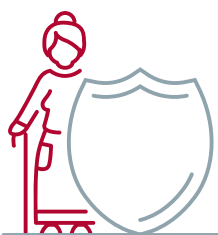


## Promoting Green Finance

- Incorporate ESG considerations into the investment decision-making process and adopt positive screening to enable active investment in suitable ESG-linked investment opportunities.

## Seizing Opportunities in the Greater Bay Area

- With a large population of over 86 million, the Greater Bay Area ("GBA") provides vast market potential for the insurance sector. BOC Life supports the development of the GBA with a view of capturing new opportunities as they come while simultaneously taking a role in accelerating GBA as a financial hub.



## Meeting the Needs of Elderly

- Addressing senior citizens' growing retirement needs, BOC Life continuously researches and optimises products and services to better serve their needs.

## Cross-platform User-friendly Services

- Diversified online services allow customers to apply for insurance plans and manage policies anytime, anywhere.

### One-stop eService Platform



Customers can access a range of insurance plans online via BOC Mobile Banking, Internet Banking, or through Tied Agency with the use of eAPP, offering a brand-new level of convenience.

### Manage Policies with Ease



After completing a few simple binding steps on the eService platform, customers can check and manage their policies anytime and anywhere.

### Simple Claim Application Procedure



"Easy Claim" is a simple and convenient application process designed to provide instant assessment results to customers. "eConnect" assists customers in notifying other insurance companies for follow-up arrangements.

- Customer Service Centres are conveniently located at Hong Kong's key business hubs:



East Hall, 1/F, Bank of China Tower, 1 Garden Road, Central, Hong Kong



11/F, Tower 5, The Gateway, 15 Canton Road, Tsim Sha Tsui, Kowloon



## Awards and Recognitions

- With its strong capabilities, innovative products, excellent services, professional talents and contribution to the community, BOC Life has received recognitions from various sectors, demonstrating its outstanding performance in business, product offerings, customer service, brand, and corporate social responsibility. These accolades highlight the company's corporate values and position as one of the market's leading insurance providers.

