

Press Release  
2 September 2013

### **BOCG Life specially presents the brand new TV Commercial “Go and Explore”**

BOC Group Life Assurance Company Limited (“BOCG Life”) today launches its brand new TV commercial with “Go and Explore” as the main theme. It is another heart-warming story following its previous “Love” series TV commercials.

The new TV commercial portrays the unconditional love of a father towards his son. It conveys the key message that life insurance helps carry on one’s love from generation to generation. The touching story begins with the son’s world of imagination. With the father’s ongoing support, the son is able to broaden his horizons and find his own way to realise his potential. The climax comes at the end when the son has finally fulfilled his dreams and expressed his gratitude towards the father for his endless support.

Mr Choy Chung Foo, Chief Executive Officer of BOCG Life, said, “By embracing people-centric values, BOCG Life endeavours to provide a diverse range of life insurance products and services, RMB products in particular, to meet customers’ needs. To continue to convey our message of caring, we have launched a series of TV commercials with the theme of ‘Love’. They are all designed to encourage people to plan ahead for themselves and their family, highlighting the importance of life insurance protection.”

In addition, BOCG Life has tailored for parents a new universal life insurance plan “Go and Explore” to be launched on 23 September 2013. Different from the traditional universal life insurance plans, this plan affords parents even higher flexibility in managing their funds, helping customers to plan for the future of their children. Relevant details will be announced soon.

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#### **About BOC Group Life Assurance Company Limited**

Commenced in 1998, BOC Group Life Assurance Company Limited (“BOCG Life”) has been committed to providing customers with a comprehensive range of wealth management, retirement planning, health care and life protection services. BOCG Life is 51% owned by BOC Hong Kong (Holdings) Limited and 49% owned by Bank of China Group Insurance Company Limited. Its acclaimed products are distributed in Hong Kong via a professional team of telemarketing and financial planning managers from an extensive distribution network of more than 260 branches of the Bank of China (Hong Kong) (“BOCHK”) Group (comprising BOCHK, Nanyang Commercial Bank and Chiyu Banking Corporation). Leveraging their expertise, BOCG Life endeavours to provide customers with tailored insurance and financial planning services. Its telemarketing and brokerage teams are also committed to meeting customers’ diverse needs for protection. BOCG Life has a representative office in Beijing to facilitate Bank of China’s future expansion of insurance business in the Mainland of China. BOCG Life enjoys a financial strength rating of “A” from the international rating agency, A.M. Best and as well as a rating of “A2” from Moody’s Investors Service for its strong financial strength.