



Press Release

28 July 2014

### **BOCG Life specially presents the “iPad Air Lucky Draw”**

BOCG Group Life Assurance Company Limited (“BOCG Life”) announced the launch of “iPad Air Lucky Draw”<sup>Note 1</sup> (the “Lucky Draw”), offering customers fabulous chances to win iPad Air Wi-Fi (16 GB).

From now till 6 September 2014 (the “Promotional Period”), customers will be entitled to the “iPad Air Lucky Draw” with a chance to win an iPad Air Wi-Fi (16 GB) (recommended retail price of HK\$3,888) (the “Gift”) upon completing the “Financial Needs Analysis” and a designated form at any branch of Bank of China (Hong Kong) Limited (“BOCHK”) (“Eligible Customers”)<sup>Note 2</sup>.

In addition to giving out “Weekly Prize”, the lucky draw will offer “Ultimate Prize”. During the Promotional Period, each of the six winners to be drawn every week will be entitled to an iPad Air Wi-Fi (16 GB). Eligible customers who are not able to win the “Weekly Prize” will automatically enter the “Ultimate Prize” Lucky Draw to be held on 15 September 2014. Three winners will be drawn in this round, and each of them will receive one iPad Air Wi-Fi (16 GB).

For enquiries of the lucky draw, please visit any BOCHK branch, or call the BOCHK Personal Customer Service Hotline at (852) 3988 2388.

Note:

1. The “iPad Air Lucky Draw” is subject to relevant terms and conditions. Information contained in this press release is for reference only and is not and shall not be construed as an offer to sell or solicitation to buy or provision of any product of BOCG Life.
2. Each Eligible Customer is entitled to one lucky draw entry only in the entire “Weekly Prize” Lucky Draw period. Eligible Customers who fail to win the Gift of “Weekly Prize” Lucky Draw will automatically gain one entry to the “Ultimate Prize” Lucky Draw

-End-

### About BOC Group Life Assurance Company Limited

Commenced in 1998, BOC Group Life Assurance Company Limited (“BOCG Life”) has grown to be one of the top insurance companies in Hong Kong, with a commitment to offer comprehensive services in wealth management, retirement planning, life and medical insurance protection to customers. BOCG Life’s shareholding is 51% owned by BOC Hong Kong (Holdings) Limited and 49% owned by Bank of China Group Insurance Company Limited. In addition to its professional teams of telemarketing, brokerage and wealth management, BOCG Life distributes its acclaimed products in Hong Kong via the experienced financial planning managers of more than 260 branches of the BOCHK Group (comprising Bank of China (Hong Kong), Nanyang Commercial Bank and Chiyu Banking Corporation). BOCG Life strives to provide its customers with tailored insurance and financial planning services that meet their unique protection needs and financial goals. Moreover, BOCG Life has a representative office in Beijing to facilitate Bank of China’s expansion of insurance business in the Mainland of China.

BOCG Life has been affirmed a financial strength rating of “A” and an issuer credit rating of “a” by A.M. Best, an international rating agency. The Company has been rated “A2” by Moody’s Investors Service in recognition of its solid financial strength.