

Press Release

12 December 2014

BOCG Life wins two customer experience awards from *Benchmark*

BOC Group Life Assurance Company Limited (“BOCG Life”) is granted with two Best-in-Class Awards under the category of Customer Experience in the Wealth Management Awards 2014 organised by *Benchmark*. These two awards are Customer Commitment & Engagement and Customer Insight, in recognition of BOCG Life’s outstanding achievements in customer services.

Mr Terry Lo, Chief Executive of BOCG Life, says, “BOCG Life strives to become the life partner with our customers. These awards are recognition of our efforts by customers and the industry. We will continue to strive for customer services excellence, and provide customers with a comprehensive range of wealth management, retirement planning, health care and life protection services.”

The Wealth Management Awards presentation has been organised annually by *Benchmark* since 2009, with an aim to recognise the most prominent financial institutions, wealth management companies and distinguished individuals in the market. The awards are comprised of 33 award categories this year, with winners shortlisted and selected by its editorial board and a panel of judges composed of industry experts respectively.

- End -

About BOCG Life

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.

Photo Caption:



Mr Terry Lo, Chief Executive (fifth from left), and Ms Charity Au, Chief Operating Officer of BOCG Life (third from right), received the two Best-in-Class Awards of Customer Commitment & Engagement and Customer Insight under the category of Customer Experience at the Award Gala Ceremony.