

Press Release  
6 January 2016

### **BOCG Life Launches “I Love Me” campaign**

BOC Group Life Assurance Company Limited (“BOCG Life”) announced the launch of “I Love Me” campaign to promote the message that by caring oneself, one can care others. In line with the company’s “Love” themed TV commercials, the campaign is aimed at encouraging its customers and the public to pass on the message to the loved ones around them.

An interactive website is made available at “iloveme.hk” for participants to post a caring message and share it to Facebook pages. An eye-catching outdoor billboard has also been erected at the entrance of cross harbour tunnel in Hunghom to arouse public attention, and the campaign is supported by advertisements on online media.

Joining the campaign can be simply done by uploading photos to the website, selecting preset statements and sharing the combined photos to Facebook pages. Participants have the chance to win a pop-corn coupon during the promotional period from now till the end of February 2016. More details are available at the campaign website “iloveme.hk”

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#### **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 telemarketing team, brokerage, wealth management team and eChannel, 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. 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: BOCG Life Launches “I Love Me” campaign