

Press Release

31 May 2017

**BOC Life opens new Customer Service Centre in BOC Tower
offering one-stop insurance and financial services**

BOC Group Life Assurance Company Limited (“BOC Life”) held the official opening ceremony today for its new Customer Service Centre in BOC Tower, bringing one-stop premium life insurance and financial services and a brand new experience to customer.

Situated at Hong Kong’s business and financial core, BOC Tower is a landmark building in the city. The new Customer Service Centre’s design places particular emphasis on comfort and simplicity and is fully integrated into the overall style of BOC Tower. The Centre provides customers with comprehensive life insurance services including policy enquiry, insurance application, premium payment, claim submission, medical check-up, etc. Interactive game on health examination, coupled with the use of an innovative “Pre-underwriting Engine”, is installed in the Centre to simplify the medical check-up process enabling customer to complete the insurance application on the same day.

Mr. Terry Lo, Chief Executive of BOC Life said, “We have a strong focus on customer experience. The level of support services to our customers and intermediaries has been effectively elevated after we opened a customer service centre in Causeway Bay last year. At the new Centre, we will provide more facilities and refer banking services to meet customers’ needs. This gives them the convenience of access to both life insurance and diverse financial services at one location.”

In celebration of the new opening, and Bank of China’s century of services in Hong Kong, starting from 7 June 2017, selected customers who visit the Centre will receive a piece of gold coin. Eligible customers of BOC Life will be asked to provide their name and mobile phone number on the spot in order to receive a SMS code for redemption. Gifts are given out on a first-come-first-served basis while stock lasts.

Underwriting and medical specialists will station at the Centre to handle customer enquiry and provide medical examination when necessary. Insurance application can be completed in as short as 24 hours and the applicant will receive a SMS confirmation once the policy is issued successfully. Customer can also make an appointment by calling (852) 2862 9862 during working hours.

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Officiating guests toast at the opening ceremony of BOC Life's Central Customer Service Centre. From left: Mr. Alfred Cheung (BOC Life Deputy Chief Executive cum Chief Sales Officer), Mr. Terry Lo (BOC Life Chief Executive), Mrs. Ann Kung (BOCHK Deputy Chief Executive), Mr. Sun Dawei (BOCHK General Manager of Personal Banking and Wealth Management) and Ms. Charity Au (BOC Life Chief Operating Officer).

About BOC Group Life Assurance Company Limited

BOC Group Life Assurance Company Limited ("BOC Life") was founded in Hong Kong and has served the local market for years. We have grown to be one of the top life insurance companies in Hong Kong, with a commitment to offering comprehensive services in life insurance, wealth management and retirement protection. BOC Life's shareholding is owned by BOC Hong Kong (Holdings) Limited and Bank of China Group Insurance Company Limited. In addition to the channels of tied agency, brokerage, telemarketing and eChannel, BOC Life distributes its acclaimed life products in Hong Kong via the professional relationship managers at about 197 branches of Bank of China (Hong Kong) Limited and several branches of Chiyu Banking Corporation Limited and Nanyang Commercial Bank. We strive to provide our customers with tailored insurance and financial planning services that meet their unique needs and personal financial.

BOC Life's solid financial strength has been affirmed by international rating agencies, including the financial strength ratings of "A" by Standard & Poor's, and "A2" by Moody's Investors Service.