



BOC Group Life Assurance Company Limited

Blissful Bloom Protection Linked Plan

Promotion Offer for premium charge (Applicable to the optional lump sum top-up premium)

Promotion period: 1 July 2024 to 30 September 2024

Important Information:

- 1. Blissful Bloom Protection Linked Plan (“Blissful Bloom” or “the Plan”) is an investment-linked assurance scheme (“ILAS policy”), which is an insurance policy issued by BOC Group Life Assurance Company Limited (“BOC Life” or “the Company” or “we” or “us”), which provides both insurance protection and investment element with reference to the investment choices you selected. Your investments are therefore subject to the credit risks of BOC Life.**
- 2. The Plan is not a bank deposit or savings plan, or investment fund without any insurance element.**
- 3. The premiums paid by you towards your ILAS policy will become part of the assets of BOC Life. You do not have any rights or ownership over any of these assets. Your recourse is against BOC Life only.**
- 4. The premiums paid by you, after deduction of any fees and charges applicable to the Plan, will be invested by BOC Life in the underlying funds corresponding to the investment choices you selected for BOC Life’s asset liability management. The Unit(s) allocated to the account established and maintained under your ILAS policy is notional and solely for the purpose of determining the value and benefits under your ILAS policy. You are **NOT** investing directly in the underlying funds corresponding to the investment choices you selected. You do not have any rights or ownership over the underlying funds corresponding to the investment choices you selected.**
- 5. The potential return on your ILAS policy is calculated and determined by BOC Life with reference to the performance of the underlying funds corresponding to the investment choices you selected and shall be subject to ongoing fees and charges which will continue to be deducted from your ILAS policy and may be lower than the return of the underlying funds corresponding to the investment choices you selected.**
- 6. The Plan is designed to be held for a long-term period. Partial withdrawal, surrender, lapse, or termination of the ILAS policy in the early years may result in a significant loss of principal as well as bonuses awarded (if any). Poor performance of the underlying fund(s) corresponding to the investment choices you selected may further magnify your investment losses, while all charges are still deductible.**
- 7. This ILAS policy is subject to an early encashment charge of up to 7.5% of the partial withdrawal amount made from the base account (in the case of a partial withdrawal made from the base account) or of the Base Account Value (in the case of a surrender) for the first 5 policy years**

and a premium charge of 2.5% of each lump sum top-up premium paid (if any). It is only suitable for investors who are prepared to hold the investment for a long-term period.

8. **If you are not prepared to hold your policy for at least 10 years, this ILAS policy is not suitable for you and it may be cheaper to purchase an insurance policy and make separate fund investments. You should seek independent professional advice.**
9. Although your ILAS policy is a life insurance policy, because part of your death benefit is linked to the performance of the underlying funds corresponding to the investment choices you selected from time to time, your death benefit is subject to investment risks and market fluctuations. The death benefit payable may not be sufficient for your needs. The cost of insurance used to cover the insurance protection will be deducted from your ILAS policy. This charge may increase significantly when the insured gets older or your investments make a loss, etc.
10. **The investment choices available under the Plan can have very different features and risk profiles. Some of them may even be of high risk. You may incur significant losses by investing in such investment choices and are strongly advised to exercise caution in relation to such investment choices. You should not invest in any investment choice if you do not fully understand and are not willing to assume its associated risks.**
11. **Investment involves risks. Past performance should not be taken as an indication of future performance. Each investment choice is subject to market fluctuations and risks inherent in all investments. The notional unit prices of investment choices and the income accrued from investing in such investment choices (if any) may go down as well as up. Investment returns are not guaranteed.**
12. You should not purchase this ILAS policy unless you fully understand the Plan and your financial consultant has explained how suitable the Plan could be for you. The final decision is yours.
13. **You should not invest based on this material alone.** You should read the offering documents (including the Product Brochure, Investment Choice Brochure and Product Key Facts Statement) of the Plan for details of the Plan including the product features, fees and charges, and risk factors, and the offering documents of the underlying funds carefully, which are available from BOC Life upon request or downloadable from our website at www.boclif.com.hk.

The below outlines the key product features of Blissful Bloom. For details of the Plan, please read the offering documents of the Plan (consisting of the Product Brochure, Investment Choice Brochure and Product Key Facts Statement).

Premium: You may start your ILAS policy with an initial single premium, from a minimum of USD12,000 / RMB80,000 to a maximum subject to underwriting requirement. You may also make additional contributions by paying a minimum optional lump sum top-up premium of USD1,500 / RMB10,000 each time, subject to our underwriting and other requirements. The single premium and optional lump sum top-up premium (after deducting the upfront premium charge of 2.5% of each lump sum top-up premium) will be used to allocate notional Units of investment choices to the base account and the top-up account of your ILAS policy respectively. **Please note that single premium and lump sum top-up premium will be treated differently in terms of the calculation of death benefit, applicable charges and certain features of the Plan such as the loyalty bonus.** Please refer to the “Single Premium with Top-Up Option” section under A) Product Features of the Product Brochure for details.

Death Benefit: In the unfortunate event of the death of the insured while the ILAS policy is in force, we will pay the beneficiary a death benefit, which will be calculated as follows:

	If the insured dies <u>before</u> the policy anniversary on or immediately following the insured's 65 th birthday:	If the insured dies <u>on or after</u> the policy anniversary on or immediately following the insured's 65 th birthday:
Base account	The higher of: (a) 105% of the Base Account Value; and (b) sum insured (i.e. 150% of the single premium paid), less any partial withdrawal amount made from the base account	The higher of: (a) 105% of the Base Account Value; and (b) 100% of the single premium paid, less any partial withdrawal amount made from the base account
Top-up account (Optional)	105% of the Top-Up Account Value (if any)	105% of the Top-Up Account Value (if any)

The cost of insurance used to cover the insurance protection will be deducted from your ILAS policy. This charge may increase significantly when the insured gets older or your investments make a loss, etc.

Please note that

- the minimum death benefit payable will be significantly dropped on or after the policy anniversary on or immediately following the insured's 65th birthday. Therefore, depending on the issue age of the insured, the period for higher insurance protection may be very short and may not be sufficient for your insurance needs.
- death benefit payable is subject to investment risks and market fluctuations, as it is linked to the performance of the underlying funds corresponding to the investment choices you selected. Besides poor performance of the underlying funds corresponding to the investment choices you selected, the death benefit payable may be significantly less than the total premiums paid due to partial withdrawals and the deduction of cost of insurance and the policy management fee, making it insufficient to cover your financial needs.
- the top-up account is not subject to high insurance protection. The death benefit payable under top-up account is based on 105% of Top-Up Account Value only, hence, it may be significantly less than the total lump sum top-up premium paid in case of poor performance of the underlying funds corresponding to the investment choices you selected.

Please refer to the “Death Benefit” section under A) Product Features of the Product Brochure for details.

Fees and Charges: There are various fees and charges under the Plan. Base account is subject to policy management fee, early encashment charge and cost of insurance. Top-up account is subject to premium charge and cost of insurance. The underlying funds corresponding to the investment choices may have separate fees and charges on top of the policy charges. Such charges will be deducted and reflected in the underlying fund unit price. Please refer to B) Fees and Charges section of the Product Brochure for details.

Loyalty Bonus: You will be entitled to a loyalty bonus, which will be credited on a monthly basis to the base account of your ILAS policy at the beginning of the 6th policy year (i.e. the 60th monthiversary)

and then on each subsequent monthiversary until your ILAS policy is terminated. **The loyalty bonus credited will form part of the Base Account Value which is subject to applicable fees and charges. Please note that loyalty bonus is not applicable to top-up account.** Please refer to the “Loyalty Bonus” section under A) Product Features and “B) Fees and Charges” section of the Product Brochure for details.

Partial Withdrawal and Early Surrender: While the ILAS policy is in force, you may request to make a partial withdrawal from the base account or top-up account (if any) of your ILAS policy or surrender your ILAS policy for its surrender value. The ILAS policy is subject to **an early encashment charge of up to 7.5% of the partial withdrawal amount made from the base account (in the case of a partial withdrawal made from the base account) or of the Base Account Value (in the case of a surrender) for the first 5 policy years. Partial withdrawal from the ILAS policy or early surrender may result in a significant loss of principal.** Partial withdrawal from the ILAS policy may significantly reduce the value of the ILAS policy while all fees and charges are still deductible. Poor performance of the underlying funds may further magnify your investment losses. **If the value of your ILAS policy becomes insufficient to cover all the ongoing fees and charges, your ILAS policy may be terminated early and you could lose all your premiums paid and benefits.** Please refer to the “Partial Withdrawal” section and “Surrender” section under A) Product Features of the Product Brochure for details.

Termination: Your ILAS policy shall automatically be terminated upon the occurrence of the earliest of the following events: (i) the death of the insured; (ii) the Company approves your written request for surrender; (iii) the ILAS policy reaches the maturity date; (iv) the ILAS policy lapses. Once your ILAS policy is terminated, all benefits (including your death benefit coverage) under your ILAS policy will be terminated. Please refer to the “Termination” section under A) Product Features of the Product Brochure for details.

Investment involves risks. You should refer to and read the offering documents of the Plan for details including the product feature, fees and charges, the risk factors and the investment choices available under the Plan. For the details of the underlying funds corresponding to the investment choices, please refer to the offering documents of the underlying funds. The documents are available from BOC Life upon request for free or downloadable from our website at www.boclif.com.hk.

Promotion Offer for premium charge (Applicable to the optional lump sum top-up premium)

From 1 July 2024 till 30 September 2024 (both dates inclusive) (“the Promotion Period”), if you apply for payment of **optional** lump sum top-up premium to a new or an in-force policy of Blissful Bloom Protection Linked Plan, you may enjoy a promotional premium charge rate as stated below (the “Promotional Rate”), **subject to terms and conditions set out on page 6 and 7** (the “Promotion Offer”).

Important notes:

- The Plan is designed with high insurance protection. Please note that high insurance protection is only available for death benefit coverage attributable to the base account but not the top-up account. The optional lump sum top-up premium only provides limited insurance protection of 105% of the Top-Up Account Value throughout the policy term.
- The optional lump sum top-up premium is subject to upfront premium charge and cost of insurance on top-up account.
- Loyalty bonus is not applicable to the optional lump sum top-up premium.
- You should not invest based on this Promotion Offer only. You should understand the features of the Plan and make investment decision based on your own circumstances and specific insurance and investment needs.

What is the Promotion Offer?

Under the Promotion Offer, the upfront premium charge will be calculated based on the amount of each lump sum top-up premium made during the Promotion Period and the corresponding Promotional Rate for the respective USD and RMB policies as set out in the table below, which shall replace the premium charge rate as set out in the Product Brochure (the “Original Rate”) of Blissful Bloom (i.e. The Original Rate will not be applicable under this Promotion Offer.).

Premium charge for each lump sum top-up premium = lump sum top-up premium paid x applicable Promotional Rate

Lump sum top-up premium		Premium charge rate	
USD	RMB	Original Rate*	Promotional Rate
USD1,500 – <USD10,000	RMB10,000 – <RMB66,666	2.50%	1.50%
USD10,000 – <USD100,000	RMB66,666 – <RMB666,666		1.25%
>=USD100,000	>= RMB666,666		1.00%

*Regardless of the amount of lump sum top-up premium, the Original Rate is 2.50%.

The lump sum top-up premium (after deducting the applicable upfront premium charge) will be used to allocate notional Units of investment choices to the top-up account of your ILAS policy in accordance with your investment instructions for the top-up account.

Illustrative example - How to calculate the premium charge based on the Promotional Rate?

Please note that the example below is hypothetical for illustrative purposes only.

Mr. Chan applies for an application for a new Blissful Bloom policy with a single premium of USD12,000 and a lump sum top-up premium of USD1,500 during the Promotion Period. All eligible requirements under this Promotion Offer are met and the application is qualified as an Eligible Application (as defined below). Under this Promotion Offer, the premium charge for such lump sum top-up premium of USD1,500 is:

Lump sum top-up premium	USD1,500
Applicable Promotional Rate of premium charge	1.50%
Premium charge for the lump sum top-up premium	= lump sum top-up premium x applicable Promotional Rate of premium charge = USD1,500 x 1.50% = USD22.50

The single premium of USD12,000 is not subject to any premium charge. As the single premium will be used to allocate notional Units of investment choices to the base account of your ILAS policy, it will be subject to policy management fee, cost of insurance and early encashment charge. Please refer to the B) Fees and Charges section of the Product Brochure for details.

The Promotion Offer is bound by the terms and conditions below.

1. This Promotion Offer is offered by BOC Life. Application(s) must meet all of the following requirements, which is / are known as "Eligible Application(s)":
 - (i) the application form(s) for payment of lump sum top-up premium together with the other required documents must be duly completed and signed during the Promotion Period;
 - (ii) the print date of illustration document for the application for payment of lump sum top-up premium must fall within the Promotion Period;
 - (iii) the application form(s) for payment of lump sum top-up premium together with the other required documents must be submitted to BOC Life before 4:00pm on 30 October 2024; and
 - (iv) the application for payment of lump sum top-up premium is approved by BOC Life.
2. **If there are more than one Eligible Application, we will not determine the Promotional Rate based on the aggregate amount of all the Eligible Applications. The Promotional Rate is determined separately based on the respective lump sum top-up premium of each Eligible Application, even though the lump sum top-up premiums made under multiple Eligible Applications are paid to the same ILAS policy.**
3. The Promotion Offer will be applicable to the optional lump sum top-up premium, subject to a maximum aggregate amount (per life limit) which is equal to USD1,000,000 / RMB6,666,666 less the aggregate Top-Up Account Value for all in-force policies of Blissful Bloom with the same insured when we process the application for payment of lump sum top-up premium and our underwriting requirement. You can refer to the Top-Up Account Value shown in your annual policy statements of all in-force policies of Blissful Bloom or obtain such information by logging on to BOC Life eService platform or calling the BOC Life Customer Hotline at 2860 0688.

4. The Promotion Offer cannot be changed, transferred, returned, exchanged for other gifts or redeemed for cash.
5. Except for designated promotions specified by BOC Life, this Promotion Offer cannot be used in conjunction with other promotion offers of BOC Life.
6. BOC Life reserves the right to amend, suspend or terminate the Promotion Offer and to amend the relevant terms and conditions at any time at its sole discretion without prior notice. For the avoidance of doubt, if the application is signed and submitted before the cancellation of this Promotion Offer or amendment of the terms and conditions, you will still be entitled to this Promotion Offer based on the Promotional Rate and all terms and conditions prior to such cancellation or changes (as the case may be) as long as the application meets all the eligibility requirements prior to such cancellation or changes (as the case may be).
7. In the event of any disputes, the decision of BOC Life shall be final.
8. The contents of this promotion leaflet are only related to the Promotion Offer. For details of the Plan, please refer to the offering documents of the Plan.
9. The terms and conditions of this Promotion Offer shall be governed by, and construed in accordance with, the laws of the Hong Kong Special Administrative Region.

Glossary

Unless otherwise stated, terms in this promotion material which are capitalized shall have the meanings set out below.

“Base Account Value” means the total value of all investment choices notionally allocated to the base account under the ILAS policy. The value of each investment choice equals the number of Units of the investment choice in the base account multiplied by the latest available unit price of the investment choice and then be converted into policy currency. You can refer to the Base Account Value shown in your annual policy statements or obtain such information by logging on to BOC Life eService platform or calling the BOC Life Customer Hotline at 2860 0688.

“Top-Up Account Value” means the total value of all investment choices notionally allocated to the top-up account under the ILAS policy. The value of each investment choice equals to the number of Units of the investment choice in the top-up account multiplied by the latest available unit price of the investment choice and then be converted into policy currency. You can refer to the Top-Up Account Value shown in your annual policy statements or obtain such information by logging on to BOC Life eService platform or calling the BOC Life Customer Hotline at 2860 0688.

“Unit(s)” means a unit or collectively units of the respective investment choice. Each investment choice shall be divided into Units of equal value. The Units allocated to the ILAS policy are notional and solely for the purpose of determining the Base Account Value, Top-Up Account Value and benefits under the ILAS policy.

For any enquiries, please contact your financial consultant, call the BOC Life Customer Hotline at 2860 0688 or visit the BOC Life Customer Service Centres whereas their addresses are available from our website at www.boclif.com.hk.

Important Notes

- The Plan is underwritten by BOC Life.
- BOC Life is authorised and regulated by the Insurance Authority to carry on long-term business in the Hong Kong Special Administrative Region of the People's Republic of China ("Hong Kong").
- BOC Life reserves the right to decide at its sole discretion to accept or decline any application for the Plan according to the information provided by the proposed insured and the applicant at the time of application.
- The Plan is subject to the formal policy documents and provisions issued by BOC Life.

This promotion material is for reference only and is intended to be distributed in Hong Kong only. It shall not be construed as an offer to sell or a solicitation of an offer or recommendation to purchase or the sale or provision of any products of BOC Life outside Hong Kong. It does not contain the full terms of the policy and the full terms can be found in the policy documents. Please refer to the relevant policy documents, provisions and benefit illustration issued by BOC Life, which are available from BOC Life upon request, for details (including but not limited to insured items, coverage, detailed terms, conditions, exclusions, policy costs and fees) of the Plan. For enquiries, please contact your financial consultant.

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