

## About BOC Life

BOC Group Life Assurance Company Limited ("BOC Life") upholds the "People-Oriented, Customer-First" principle, dedicated to offering comprehensive life insurance, wealth management, medical, and retirement protection services. Embracing innovation and focusing on high-quality development, BOC Life has become one of the leading life insurance companies in Hong Kong. As a trusted life partner to our stakeholders, BOC Life is committed to providing exceptional products and services that empower customers at every stage of their life. We strive to create sustainable value for shareholders while cultivating a rewarding environment for our employees as their employer of choice. BOC Life places great emphasis and promote sustainability by embedding Environmental, Social, and Governance (ESG) elements into its business strategy and operations. We advocate the "Sustainability Starts with Me" principle, cultivating a sustainability-driven corporate culture, where ESG elements are embraced in both work and life.

SINCE  
1998

### Your Life Partner

Commenced operation in Hong Kong in 1998, BOC Life has grown to become one of the largest and leading life insurers in Hong Kong.

Our robust business is backed by the financial strength of our shareholders — BOC Hong Kong (Holdings) Limited (Stock code: 2388) and Bank of China Group Insurance Company Limited.

A\$

### Solid Financial Strength Affirmed by International Rating Agencies

Financial Strength Rating **"A"** by Standard & Poor's

Financial Strength Rating **"A1"** by Moody's

Total assets amounted to  
**nearly HK\$210 billion**<sup>1</sup>



### Market-Leading Positions

**Over 10 consecutive years**



Leading market share in RMB-denominated insurance policies<sup>2</sup>



**No. 1**

Per capita productivity ranking for Wealth Management Team in the market<sup>3</sup>



**No. 1**

Growth rate of the agency force<sup>4</sup>



**No. 1**

Direct sales channels ranking in the market<sup>5</sup>

**Consistently Among the Top 3**



Standard Premiums of New Policies hit company record<sup>6</sup>

**5-star rating**



Corporate rating for fulfillment ratio<sup>7</sup>

**2025**



Winner of the 10Life "Wealth Insurer of the Year" for consecutive years<sup>8</sup>

**64% growth**



in 2025 Million Dollar Round Table Membership<sup>9</sup>

1. Data as of March 2025.  
2. Based on the "Quarterly Release of Provisional Statistics for Long Term Business" published by the Insurance Authority from 2013 to 2024, the market rankings are calculated using standard premiums of new policies for RMB-denominated insurance business. Standard premiums of new policies are defined as the sum of annualized premiums for new business and 10% of single premiums.  
3. Based on (i) the number of tied agents recorded in the "HK Life Insurance Intermediary Monitor" published by the market research company "Pi Financial Services Intelligence" (as of 31 December 2024), and (ii) the direct individual new business (single premiums and annualized premiums) from the "Quarterly Release of Provisional Statistics for Long Term Business" issued by the Insurance Authority in 2024, whereas these figures are compared against BOC Life's relevant internal data for the same period to derive a general statistic estimation. Per capita productivity is defined as the per capita standard premiums of new policies, calculated by dividing the total standard premiums of new policies by the number of tied agents. Standard premiums of new policies are defined as the sum of annualized premiums for new business and 10% of single premiums.  
4. Based on the number of tied agents in the market as recorded in the "HK Life Insurance Intermediary Monitor" published by the market research company "Pi Financial Services Intelligence" (as of 31 December 2024), the calculation is made with reference to data from the past 18 months.  
5. Based on the standard premiums of new policies. In reference to data of direct sales channels of direct individual new business stated in the "Quarterly Release of Provisional Statistics for Long Term Business" issued by the Insurance Authority in 2024; direct sales channels include direct mail, telesales and eChannel sales, and for BOC Life, direct sales channels were dominated by eChannel sales.  
6. Based on the direct individual new business under the "Quarterly Release of Provisional Statistics for Long Term Business" published from January to December 2024 (available at [https://www.ia.org.hk/tc/infocenter/statistics/market\\_7\\_2024.html](https://www.ia.org.hk/tc/infocenter/statistics/market_7_2024.html)), whereas standard premiums of new policies are defined as the sum of annualized premiums for new business and 10% of single premiums.  
7. Awarded by the Hong Kong insurance comparison platform 10Life in the relevant year(s) "10Life 5-Star Insurance Awards".  
8. The number of MDRT qualifiers refers to the BOC Life tied agents who have been successfully accepted and registered as members of the Million Dollar Round Table (MDRT). The growth rate is based on a comparison of MDRT qualifiers between 2023 and 2024.

## Innovative Product and Service Offerings

- We provide comprehensive protection and financial planning services to our customers while offering a diverse range of products including whole life, universal life, endowment, annuity, critical illness and health insurance plans with flexible currency options tailored to diverse customer needs.
- As one of the first insurance companies to launch Qualifying Deferred Annuity Policy (QDAP), our offerings have been well-received by the market since launch.



### Tied Agency

Provide life insurance, financial planning and one-stop banking service referrals to help customers to manage their personal finances with ease.



### Brokerage

Offer a diverse range of products tailored to specific customer groups, such as high-net-worth clients, through professional and experienced local and international insurance brokers and independent financial advisers.



### Bancassurance

Distribute insurance products through its connection with Hong Kong's largest banking network, comprising branches from Bank of China (Hong Kong) Limited and Chiyu Banking Corporation Limited, and a virtual bank, livi bank.



### Digital Channels

Diverse online insurance products are available for purchase within a few taps on computers or smart phones.

## Advantages of Multi-channel Distribution



### Building a Wellness Ecosystem

- BOC Life's wellness ecosystem brand "Live Young" introduced the exclusive "Biological Age Model BAM", which helps users calculate their biological age and gives reward points when customers successfully "reverse" their age, which can be used to redeem various digital rewards. Coupled with games, charity and social elements, "Live Young" promotes healthy living among users and their family members.



### Seizing Opportunities in the Greater Bay Area

- BOC Life and C-MER Medical Holdings Limited ("C-MER") signed a Strategic Partnership Agreement. By leveraging the combined strengths of both parties, this partnership aims to deliver high-quality, integrated "Insurance + Healthcare" solutions in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), providing premium, customer-centric solutions aligned with national healthcare priorities.



### Elevating Pension Finance with High-Quality Development

- Addressing the increasing retirement needs of senior citizens, BOC Life is continuously innovating and refining our products and services. We have taken the lead in establishing the "Assure2gether" alliance, and have developed a holistic retirement financial service solution that integrates "Comprehensive financial products + diversified elderly care services". Furthermore, we have introduced the "RetireCation" experience programme to help customers in creating a more comprehensive "enjoying retirement" blueprint.



### Promoting Green Finance

- Incorporate ESG considerations into the investment decision-making process and adopt positive screening to enable active investment in suitable ESG-linked investment opportunities.

## Professional Investment Team

- BOC Life's experienced and professional investment team builds diversified portfolios of fixed-income and growth investment assets.
- With a combination of prudent investment strategies and flexible asset allocation, BOC Life actively seizes investment opportunities. Our team selects financial instruments available in financial markets around the world with the goal of delivering investment returns and achieving steady growth.



### Equities

Diversified across different stock markets with a primary focus on Mainland China, Hong Kong and U.S. markets.



### Private Funds

Investments are made with reputable private funds.



### Fixed-income Funds

Investment in a wide range of fixed income instruments like senior loan funds and bond funds.



### Bonds

Investments are made in investment-grade bonds, with portfolios diversified across various regions, over 85% of the assets have a credit rating of A or above.

## Cross-platform User-friendly Services

- Diversified online services allow customers to apply for insurance plans and manage policies anytime, anywhere.



### One-stop eService Platform

Customers can purchase a range of insurance products entirely online via the BOCHK Mobile Banking App or online platform, enjoying a brand-new level of convenience and experience.



### Manage Policies with Ease

Customers can use the self-service digital platform to easily view and manage their policy details, such as updating their address or change of option for dividend/guaranteed cash payment. Additionally, they can submit online claims for specific policies quickly and conveniently.



### Simple Claim Application Procedure

"Easy Claim" is a simple and convenient application process designed to provide customers with instant assessment results for specific items. "eConnect" assists customers in notifying other insurance companies for follow-up arrangements.



## Customer Service Centres

- Customer Service Centres are conveniently located at Hong Kong's key business hubs:

East Hall, 1/F, Bank of China Tower,  
1 Garden Road, Central, Hong Kong



11/F, Tower 5, The Gateway,  
15 Canton Road, Tsim Sha Tsui, Kowloon



## Awards and Recognitions

- With its strong capabilities, innovative products, excellent services, professional talents and contribution to the community, BOC Life has received recognitions from various sectors, demonstrating its outstanding performance in business, product offerings, customer service, brand, and corporate social responsibility. These accolades highlight the company's corporate values and position as one of the market's leading insurance providers.



Customer Service Hotline: **(852) 2860 0688**

[www.boclif.com.hk](http://www.boclif.com.hk)

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