

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 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\$200 billion⁵



Market-leading Positions

10 consecutive years

Leading market share in RMB-denominated insurance policies¹



5-star rating

Corporate rating for fulfillment ratio²



No. 1

Per capita productivity ranking for Tied Agency in the market³



No. 1

Online Life insurance business ranking in the market⁴

2025 Winner

The 10Life "Wealth Insurer of the Year" for consecutive years⁵



1. Based on the "Quarterly Release of Provisional Statistics for Long Term Business" published by the Insurance Authority from 2013 to the third quarter of 2024, the market rankings are calculated using standard premiums of new policies for RMB – denominated insurance business.

2. Awarded by the Hong Kong insurance comparison platform 10Life in the relevant year(s) "10Life 5-Star Insurance Awards".

3. Based on (i) 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 30 September 2024), and (ii) an approximate statistical assessment comparing relevant internal data of BOC Life for the same period against figures from the "Quarterly Release of Provisional Statistics for Long Term Business" published by the Insurance Authority for January to September 2024, covering new direct individual life insurance business (including single premiums and annualized premiums). Per capita productivity is defined as the per capita standard premiums of new business. Per capita productivity is calculated as the total standard premiums of new policies divided 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 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 as of Q3 2024; direct sales channels include direct mail, telesales and eChannel sales, and for BOC Life, direct sales channels were dominated by eChannel sales.

5. Data as of Sep 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.



Digital Channels

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



Tied Agency

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



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.



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.

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.



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.



Seizing Opportunities in the Greater Bay Area

- With a large population of over 86 million, the Greater Bay Area ("GBA") provides vast market potential for the insurance sector. BOC Life supports the development of the GBA with a view of capturing new opportunities as they come while simultaneously taking a role in accelerating GBA as a financial hub.



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.

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.



Fixed-income Funds

Includes investments in loan funds and bond funds.



Private Funds

Investments are made with reputable private funds.



Bonds

Investments are made in investment-grade bonds, with portfolios diversified across various regions.

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 payment methods. 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 instant assessment results to customers. "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

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