

Well Link Life Announces Authorization for Long-term Insurance Business License Commits to Contributing to the Development of Hong Kong's Life Insurance Market

Hong Kong, 9 April 2019 – Well Link Life Insurance Company Limited (“Well Link Life”, the “Company”) today announced that it has been authorised by the Hong Kong Insurance Authority to operate long-term insurance business in Hong Kong.

Thomas Lee, Chief Executive Officer of Well Link Life, said, “As a life insurance company rooted in Hong Kong, Well Link Life understands the protection needs of the local community and is dedicated to serving the people of this city. Our parent company, Well Link Insurance Group Holdings Limited, is optimistic about the prospects for the Hong Kong insurance market. Leveraging its proven capabilities and expertise, the Group has expanded its business scope from general insurance to long-term insurance. Well Link Life is delighted to have obtained authorisation from the Hong Kong Insurance Authority to operate life insurance business in Hong Kong. This enables us to advance our Company’s vision to promote the development of the Hong Kong life insurance market, contribute to the success and growth of the insurance industry and meet the needs and expectations of our customers.”

Rooted in Hong Kong with a focus on serving the local community

“Hong Kong is facing the trend of an aging population, ever-extending longevity, rising medical costs and inadequate family protection. These have created a significant market need for appropriate retirement, medical and life insurance protection solutions. In addition, Hong Kong’s unique status as a free and open international financial centre, coupled with the development blueprint for the Greater Bay Area, will bring unlimited business opportunities. Well Link Life recognises the growth potential of the life insurance market and will focus on the local community in order to address the pressing social issues and meet the ever-evolving protection needs,” Thomas added.

Well Link Life will actively develop appropriate insurance products for the people of Hong Kong. These responsive solutions will be supported by excellent customer service and advanced technology, enhanced sales processes and after-sales services to help people effortlessly acquire medical and life insurance protection for themselves and their loved ones while encouraging them to get an early start on financial planning for a more enjoyable and fruitful retirement life.

Well Link Life is a wholly-owned subsidiary of Well Link Insurance Group Holdings Limited (“Well Link Insurance Group”). The Group’s other subsidiary, Well Link General Insurance Company Limited (“Well Link General Insurance”), provides general insurance products and services to individual and commercial customers in Hong Kong.

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