

PRESS RELEASE

Well Link Life Launches New Digital Platform ‘Link 2 Shop’ Enable Customers to Tailor-made Protection Solution

20 July 2020. Hong Kong. Well Link Life Insurance Company Limited (“Well Link Life”) has rolled out its new online application platform, ‘Link 2 Shop’, covering life, critical illness, medical and short-term savings insurance plans. ‘Link 2 Shop’ enables customers to tailor-made personal protection solution via their smartphones with features of “Easy Application, Affordable Premium and High Protection”.

Mr. Thomas Lee, Chief Executive Officer of Well Link Life said, “The Covid-19 pandemic has profoundly altered our daily lives and spending habits. It further extended the digital access than ever. This, combined with the rise of InsurTech in recent years, has made consumers more receptive to acquiring insurance products online. We believe that the adoption of online application for insurance coverage will continue to increase even after life returns to normal. Just a year after being authorized to operate a life insurance business in Hong Kong, we have been accelerating our digitalisation strategy by actively developing our online application channel in respond to these behavioural changes and to capture the opportunities they present. ‘Link 2 Shop’ demonstrates our commitment to providing customer-centric experiences. We will continue to scale up our digital capabilities in tandem with conventional intermediaries distribution to provide more efficient and flexible insurance services for all customer segments as well as to enhance the customer experience across all touchpoints.”

‘Link 2 Shop’ provides one-stop online application platform to enhance customer experience, including instant quotation, application submission, premium payment as well as online after-sales policy management. The first batch of products available on ‘Link 2 Shop’ includes “Well SmartPro”, a comprehensive solution covering life, critical illness and accident protection; “Well Protect Voluntary Health Insurance Scheme Series”; as well as the “Well Save 5-Year Endowment Plan 2”, a savings plan offering guaranteed returns. Well Link Life will develop more new insurance products suitable for the online platform.

Comprehensive protection solution “Well SmartPro” offers unparalleled flexibility

Exclusively available via ‘Link 2 Shop’, “Well SmartPro” is a comprehensive protection plan covering life, critical illness, and accident protection with an affordable premium. The highly flexible solution allows customers to select the protection from these three coverages with

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benefit amount between HK\$100,000 and HK\$4,000,000 which best fits their personal needs. With premiums as low as HK\$0.9¹ per day, customers can enjoy protection up to HK\$1 million.

In addition to life protection, customer can choose to add two optional supplementary benefits: 'Critical Illness Supplementary Benefit', which covers 62 critical illnesses², and 'Accident Supplementary Benefit'. "Well SmartPro" is renewable every year with guaranteed renewability up to age 85 of the life insured². Additionally, customers can convert the life protection and Critical Illness Supplementary Benefit into a permanent life insurance plan and permanent critical illness insurance plan respectively at any time before age 60, without any evidence of insurability². This gives customers added flexibility to meet their needs at different stages of life.

"Well Protect VHIS Series" provides quality medical protection

Customers can apply for "Well Protect Voluntary Health Insurance Scheme Series" (standard plan and the other three flexi plans) via the 'Link 2 Shop' platform to enjoy medical protection with a tax deduction up to HK\$8,000^{2,3} easily and conveniently.

From now until 30 September 2020, customers who successfully apply for "Well SmartPro" via 'Link 2 Shop' will enjoy a 30% premium discount for the first year. Customers who successfully apply for "Well Protect VHIS Series" will also enjoy a 30% premium discount for the first year and a 20% premium discount for the second year.

"Well Save 2" short-term savings plan with guaranteed returns of 3.27% per annum

Riding on the success of "Well Save 5-Year Endowment Plan" first introduced last year, the highly anticipated "Well Save 5-Year Endowment Plan 2" helps customers accumulate wealth. It meets the demand for short-term savings insurance plans with guaranteed returns under the current market conditions. Policyholders need to pay 2 years' premiums only to enjoy a guaranteed maturity benefit plus life protection for 5 years, helping them achieve their life goals effortlessly. The plan features an average annual guaranteed return of 3.27% p.a.²

Customers can apply for "Well Save 5-Year Endowment Plan 2" through 'Link 2 Shop' or by approaching the insurance broker partner of Well Link Life of their choice.

¹ Example reference: Female, aged 18, non-smoking. Occupation: office worker. Enrolls in Well SmartPro basic plan with sum insured HK\$1,000,000. First year annual premium is HK\$310.

² The content contains general information for reference only and does not form part of the policy. Please refer to the official documents for coverage, details and policy terms and conditions.

³ For details of the tax deduction, please visit the official website of Inland Revenue Department: www.ird.gov.hk or seek independent tax advice.

Customers can contact the customer service centre for immediate assistance should they encounter difficulties at any time during the application process. The integration of online and offline support services enhances the overall customer experience.

For more details please visit www.wli.com.hk

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About Well Link Life

Well Link Life Insurance Company Limited (“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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