

## Press Release

### **A New Look of Well Link Insurance's Website**

**9 November 2021, Hong Kong.** Well Link Insurance Group Holdings Limited (“Well Link Insurance Group”) has launched its revamped official website [www.wli.com.hk](http://www.wli.com.hk) with a brand- new image. The newly designed website adopts an eye-catching layout presentation and a clear navigation structure. Easy and efficient search capabilities ensure customers can access rich, relevant product information; obtain quotations; and an easy application process for insurance plans that best suit their individual needs.

**Ms Zhan Meiqing, Chief Executive Officer of Well Link Financial Group and Deputy Chief Executive Officer of Well Link Insurance Group** said, “Well Link Insurance Group takes user experience seriously and is committed to meeting the ever-changing needs of customers at every touch point. The Group is actively investing resources to enhance the performance of its online platform. Our new website provides comprehensive information covering both life insurance and general insurance products. Additionally, our online application platform continues to expand its wide range of insurance products for people to apply for, including motor, motorcycle, travel, life protection, critical illness, short-term endowment, tax deductible VHIS and the latest added tax deductible deferred annuity plan to provide personalised protection solutions and a one-stop online insurance experience.

“To cater for the ever-increasing usage and page views of our official website, the enhanced website provides significant improvements to the customer experience and makes browsing insurance information more delightful and convenience. Looking ahead, we will continue to enhance our online platform and strengthen product design, while working closely with our team of professional insurance consultants to synergise online and offline offerings, so as to deliver the most appropriate financial management and protection plans to help our customers achieve their lifetime goals.”

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## **About Well Link Insurance Group**

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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