

Press Release

Well Link Life Appoints New Brand Ambassador Pays Tribute to the Hong Kong Spirit and Spreads Positive Energy

14 December, Hong Kong. Well Link Life Insurance Co., Ltd. ("Well Link Life") is pleased to announce the appointment of celebrated singer Ms Hana Kuk Tsz Kiu as the Company's brand ambassador.

Hana is known for her persistence and fighting spirit. She never gives up in her pursuit of success. Her unique music style has made her one of the hottest female singers in town in recent years. She has a positive attitude and an infectious energy; and believes you can achieve your dreams by setting your mind and heart to it. At the same time, she is always ready with a helping hand for those in need around her. She truly embodies the Hong Kong spirit which is in line with Well Link Life's mission of serving Hong Kong people.

Ms Zhan Meiqing, CEO of Well Link Financial Group and Executive Director of Well Link Life Insurance Company Limited said, "Well Link Life is rooted in Hong Kong with a focus on serving the local community. Hana's tenacity and perseverance represent the self-reliance and unstoppable spirit of Hong Kong people in adversity. We share the same core values and I hope the collaboration with Hana will enable us to make a greater positive impact in society."

Mr. Thomas Lee, CEO of Well Link Life Insurance Company Limited said during the signing ceremony, "Well Link Life is delighted to collaborate with celebrated singer Hana Kuk, who is very popular among audiences across different age groups. I am confident our collaboration will create synergies to enable Well Link Life to bring our customers more personalised and superb experiences and innovative services, as we strive to build a better future for the Hong Kong community."

Hana expressed her excitement to establish a long-term cooperation with Well Link Life. At the signing ceremony held today, Hana purchased a Well Link life's whole life critical illness insurance plan and medical insurance plan on the spot, demonstrating her confidence in the comprehensive protection provided by Well Link Life. With all-round protection, Hana can focus on her career with peace of mind and continue to bring more outstanding works to audiences.

Well Link Life Insurance Company Limited 立橋人壽保險有限公司

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A member of Well Link Insurance Group Holdings Limited 立橋保險集團控股有限公司成員

Stay tuned for Well Link Life's upcoming promotions and TV commercials featuring Hana on various promotional channels soon.

Photo Caption



Well Link Life appoints celebrated singer Ms Hana Kuk Tsz Kiu as the Company's brand ambassador. She purchased the company's whole life critical illness insurance plan and medical insurance plan on the spot. Mr. Thomas Lee, CEO of Well Link Life (right) is confident the collaboration will create synergies to enable Well Link Life to bring customers more personalised and superb experiences and innovative services.



Hana is officially appointed as Well Link Life's brand ambassador and she is excited to establish a long-term cooperation with Well Link Life.



Hana attended the signing ceremony and officially become the brand ambassador of Well Link Life.



Hana has been appointed as Well Link Life's brand ambassador and received huge supports from her fans on site.

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About Well Link Life

Well Link Life Insurance Group Holdings Limited ("Well Link Insurance Group") was established in Hong Kong. Its wholly-owned subsidiaries - Well Link Life Insurance Company Limited ("Well Link Life") and Well Link General Insurance Company Limited ("Well Link General Insurance"), provide life insurance and general insurance products and services to customers in Hong Kong.

Drawing on its culture of innovation, Well Link Life develops the most appropriate and responsive life protection and endowment products to meet customers' ever-changing needs and expectations, now and in the future. These solutions are supported by professional services, advanced technology and comprehensive after-sales support to help our customers achieve prosperous lives.

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