

Press Release

Well Link Life rolls out new TVC Hana Kuk's first insurance commercial promotes QDAP

20 December, Hong Kong. Well Link Life Insurance Co., Ltd. ("Well Link Life") has rolled out its latest TV commercial campaign featuring Hana Kuk, who was appointed by the company as brand ambassador last week. In the TV commercial Hana introduces the unique features of Well Link Life's tax deductible qualifying deferred annuity policy (QDAP) and its promotional offers in a fresh new way.

The TV commercial shows Hana in different scenarios in daily life to deliver a simple message: "Well Enjoy Deferred Annuity Plan (Supreme)" provides customers with guaranteed annuity income to achieve different financial objectives. With a five-year premium payment period, customers can choose to receive guaranteed monthly annuity income for 10 years or 20 years. The issue age starts at 35 and annual tax deduction up to HK\$60,000¹ on premium paid. Customers can apply for the plan easily through a variety of channels as they prepare for a new chapter in life.

"Well Enjoy Deferred Annuity Plan (Supreme)" was rated No. 1 by 10Life.com (selection criteria was issue age at 45)² in the category of QDAP (savings). Customers who successfully apply for "Well Enjoy Deferred Annuity Plan (Supreme)" during the promotional period will enjoy a 4% premium discount each year during the entire five-year premium payment period. For more details, please visit www.wli.com.hk.

The new TVC campaign is air on TVB Jade, Finance and Information Channel and News Channel. It is also go live on other digital platforms. Please click the link below to watch the 30-sec TVC (Cantonese only): <https://youtu.be/Rh3YNz-SKEo>

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¹ Any premiums paid under the Well Enjoy Deferred Annuity Plan (Supreme) are eligible for tax deduction under Inland Revenue Ordinance (Cap. 112). Please visit www.ird.gov.hk of more information or consult independent tax advice.

² The rating result was released by 10Life.com in November 2021 (excluding customers' personal objective, financial situation and needs). It is for reference only.

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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

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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