

PRESS RELEASE

**Well Link Life Accelerates Business Growth with
Opening of Wealth Management Centre Flagship Store in Central,
Launch of New Saving and Critical Illness Products**

2 August 2021, Hong Kong. — Well Link Life Insurance Co., Ltd. ("Well Link Life") is actively expanding its business and continues to provide customers with professional consulting and financial planning services through the establishment of wealth management centres in prime locations. The Company has also launched a series of wealth accumulation and critical illness protection insurance plans to provide customers with the most appropriate solutions and comprehensive protection.

Following the opening of its first wealth management centre in Wanchai last October, which has been well received by customers and is contributing to overall business growth, Well Link Life officially opens its Wealth Management Centre Flagship Store on 1 August 2021 at ground floor of Hip Shing Hong Centre at 55 Des Voeux Road Central. The spacious new centre has a total area over 7,000 square feet, enabling customers to enjoy Well Link Life's professional insurance services more comfortably in an elegant environment. The venue is also equipped with a multi-purpose area for staff training and events.

Mr. Thomas Lee, Chief Executive Officer of Well Link Life said, "Well Link Life is committed to providing unparalleled services to our customers. The opening of Well Link Life Wealth Management Centre Flagship Store in Central exemplifies our unwavering commitment to provide customers with bespoke insurance consultation and financial planning services. All of 'Well Link Life Wealth Management Centres' are strategically located in high-traffic areas across Hong Kong Island, Kowloon and New Territories. Our professional team is also ready to serve customers with their specialist knowledge and comprehensive insurance service.

Mr. Lee continued, "It is very encouraging to see that as of June this year, Well Link Life has recorded a double-digit year-on-year growth rate and grown a strong customer base by over 10,000. In addition to continue opening more wealth management centres in various districts in Hong Kong and expanding our agency team, we are also actively investing resources to optimise our online platforms as well as to develop more insurance products to meet market demand. The launch of 'Well Save Annual Coupon Plan' and 'Well Protect Critical Illness SimPro' last month clearly reflects our respond to the ever-evolving needs of our customers."

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

Well Save Annual Coupon Plan¹ is a long term saving insurance plan to help customers accumulate wealth. Customers can either pay a single premium or annual premiums for 5 years to receive annual guaranteed cash coupons for 20 years, starting from the first policy anniversary. Alternatively, customers can choose to leave the guaranteed cash coupons with Well Link Life to accumulate interest. The plan also provides non-guaranteed annual dividends and non-guaranteed terminal dividend for wealth accumulation.

Well Protect Critical Illness SimPro¹ covers a total of 62 critical illnesses till age 100 at an affordable premium. The plan has a variety of premium payment terms for customers to choose from. From now until September 30, 2021, customers who successfully apply for the plan can enjoy up to two months of premium discount.

Customers can enrol **Well Save Annual Coupon Plan** and **Well Protect Critical Illness SimPro** easily. They only need to make a simple health declaration to complete the underwriting process. No medical examination is required (applicable to sum insured within the specified limit).

For more information on the plans and the offer above, please visit www.wli.com.hk.

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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.

¹This material contains general information for reference only. It does not contain the full terms of the policy and does not constitute an offer to sell or recommendation to purchase. Please refer to the product brochure for more details and the policy documents for coverage and the full terms and conditions of the policy.

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Photo Caption





The Well Link Life Wealth Management Centre Flagship Store officially opens its doors in 55 Des Voeux Road Central. It occupies with an area over 7,000 square feet. The comfortable and professionally furnished centre comprises an information counter and individual meeting rooms where customers can meet Well Link Life's Insurance Specialist team for financial needs analysis and insurance consultation in a private and secure environment. The centre also has a digital self-service zone to support customers using online insurance services. Insurance Specialists are on hand to provide professional customer services and immediate assistance where necessary.

Well Link Life Wealth Management Centre

Address:

- Ground Floor, Hip Shing Hong Centre, 55 Des Voeux Road Central, Hong Kong
- Ground Floor, 210-214 Hennessy Road, Wan Chai, Hong Kong
- Shop A, Ground Floor, Pearl Oriental Tower, No. 225 Nathan Road, Kowloon
- Ground Floor, 79 Castle Peak Road, Yuen Long, New Territories

Operating Hours:

10:00am - 7:00pm Monday to Friday; 11:00am - 6:00pm on Saturday and Sunday and closed on public holidays (online appointment booking available).