

Well Link Life Kickstarts Three New Products and Customer Offer Comprehensive, Evolving Cover for Every Stage of Life

Hong Kong, 8 August 2019 – Well Link Life Insurance Company Limited (“Well Link Life”) is proud to announce that the Company has officially commenced business, to the delight of Board members and staff alike. Well Link Life will contribute to the insurance industry while enhancing the quality of life of its customers by providing more flexible and comprehensive coverage.

Mr Thomas Lee, Chief Executive Officer of Well Link Life said, “Well Link Life recognises that in this era of growing social challenges, such as an aging population, expanding longevity, rising medical costs, and inadequate family insurance protection, people are in urgent need of more suitable retirement, healthcare, savings and life insurance plans. At Well Link Life, our mission is to identify and respond to the specific needs of customer, by passionately innovating and developing appropriate insurance products. To celebrate the start of our business, Well Link Life introduces three brand-new products spanning four types of insurance protection: ‘Life’, ‘Medical’, ‘Critical Illness’, and ‘Savings’. These plans provide the opportunity for wealth accumulation in addition to whole life, medical, and critical illness cover, enabling clients to enjoy a happier and more fulfilling life. This year, we will introduce more new products to meet various market demand and attract and grow our customer base.”

Following its authorization by the Insurance Authority to carry on life insurance business in this April, Well Link Life’s official launch of business marks a milestone in the history of Well Link Insurance Group. Rooted in Hong Kong, Well Link Life will keep its fingers on the pulse of the market, innovating swiftly so as to get its diversified insurance products and services to the market. By keeping pace with the changing needs and expectations of our customers, the Company will ensure it satisfies the needs of the market better and faster. In the first phase of its opening, Well Link Life is introducing three products, including “**Well Care Silver Medical Plan**”, “**Well Protect Critical Illness Insurance Plan**” and “**Well Save 5-Year Endowment Plan**”. Customers may enroll for these plans starting today. Their main features are as follows:

“**Well Care Silver Medical Plan**”¹: This distinctive plan has been designed with the elderly in mind and covers hospital cash, surgery benefits and rehabilitation treatment. Tailor-made for customers aged 55 to 75, “Well Care Silver Medical Plan” provides peace of mind with guaranteed renewal to age 100, up to 180 days of hospital income and benefits for a maximum of 2 surgeries each policy year, as well as up to 180 days Daily Rehabilitation Benefit for each claim.

¹ The content contains general information for reference only and does not form part of the policy. Please refer to the policy document for benefit coverage, details and terms and conditions.

“Well Protect Critical Illness Insurance Plan”¹: This multiple claims critical illness insurance plan covers 107 illnesses. It offers an extra 50% of the Sum Insured on Death and Major Critical Illnesses for the first 10 policy years. Cancer patients are entitled up to 4 additional claims. A maximum of 2 claims each for Percutaneous Coronary Intervention and Carcinoma-in-situ of Early Stage Critical Illness applies. Choices of premium periods range from 5 years to 20 years, to match with your financial solution. The plan enables clients to be insured at any stage of life.

“Well Save 5-Year Endowment Plan”¹: Unlike general long-term savings plans, Well Save 5-Year Endowment Plan offers both relatively attractive return and optimum flexibility. Policyholders need only pay a premium for 2 years to enjoy a guaranteed cash value return of up to 3.6% p.a. after 5 years. This short-term endowment plan with attractive yield is a truly unique market offering and starts Well Link Life off on the right track.

Customers who successfully enroll for the designated plans can enjoy an up to 3-month premium discount within the promotion period.

Apart from providing insurance products that meet the market needs, Well Link Life also values the professional training of all its employees, and is committed to delivering superior customer experiences and exceptional services. The group is confident about the prospects for the Hong Kong insurance market, and aspires to extend its business scope from general insurance to long-term insurance in the future.

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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.

In April 2019, Well Link Life was authorised by the Hong Kong Insurance Authority to operate long-term insurance business in Hong Kong. Rooted in Hong Kong, Well Link Life will actively develop innovative savings and life protection insurance products to meet customers’ ever-changing needs. These solutions are supported by excellent customer services, advanced technology, enhanced sales processes and after-sales support to help customers achieve happier and more fulfilling lives.

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