

PRESS RELEASE

Brand Campaign “Anchor in Hong Kong, Macau and Singapore, gear towards the world” Launched at Singapore Changi Airport

Singapore, 29 September 2016 – China Life Insurance (Overseas) Company Limited (“China Life Overseas”) - the parent company of China Life Insurance Singapore, has launched a new brand campaign in Hong Kong, Macau and Singapore.

The campaign depicts the expansion of China Life Overseas and communicates its intention to establish an internationalised image through the campaign’s slogan “Anchor in Hong Kong, Macau and Singapore, gear towards the world.”

This campaign has been rolled out on airport trolleys at Singapore Changi Airport across the 3 Terminals, conveying China Life Overseas’ determination towards being a premier and international financial insurance corporation.





About China Life Insurance (Singapore) Pte. Ltd.

China Life Insurance (Singapore) Pte. Ltd. is a wholly-owned subsidiary of China Life Insurance (Overseas) Company Limited (“China Life Overseas Company”), which is wholly-owned by China Life Insurance (Group) Company. China Life Insurance (Group) Company is the largest financial insurance corporation in China. The parent company is a Fortune Global 500 company ranked 54 in 2016, for 14 consecutive years with brand value of over RMB 253 billion.

China Life Overseas Company has been providing financial services in Hong Kong and Macau for over 30 years. Its business covers 3 main categories, namely insurance, investment as well as provident fund service. In 2015, its premium income exceeded HKD40 billion, with a breakthrough in agency force of over 3,000. At present, China Life Overseas Company is a leading life insurance company in both Hong Kong and Macau with an asset value of more than HKD170 billion as at December 2015. In January 2016, China Life Overseas Company’s prudent financial management and stable outlook are underscored by the rating accredited by international rating agencies, including Moody’s “A1” (insurance financial strength rating) and Standard & Poor’s “A+” (long-term local currency credit rating and insurer financial strength rating).

As part of China Life Insurance (Group) Company, China Life Insurance (Singapore) Pte. Ltd. is committed to offering a full suite of value-added financial solutions to clients to fulfill their protection, savings and investment needs. We proactively assimilate into the society, and hope to bring the growth and enjoy the success with Singapore through the collaboration between China and Singapore.

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