

PRESS RELEASE

China Life Insurance Singapore Launches First Brand Campaign

Singapore, 14 February 2016 – China Life Insurance (Singapore) Pte. Ltd. (“China Life Insurance Singapore”) launches its first brand campaign today featuring Yao Ming, China Life’s Global Ambassador as the brand campaign icon for its print and out-of-home advertising.

The brand campaign is a creative and strategic expression of China Life Insurance Singapore’s foray into the local insurance market by using the Giant of the basketball realm and one of the world’s biggest sporting icons – Yao Ming as the ambassador. In doing so, the brand campaign communicates visually the magnitude of China Life - a Giant of the life insurance industry.

“As a new life insurance company with less than a year of establishment in Singapore, we seek to progressively raise our brand awareness. For a start, our focus is to build our brand presence through key newspapers and out-of-home media such as buses as the first wave of our overall brand campaign roll-out. We are a giant of the life insurance industry as we are part of China Life Insurance (Group) Company, a Fortune Global 500 company for 13 consecutive years and ranked 94 last year. Additionally, as a wholly-owned subsidiary of China Life Insurance (Overseas) Company Limited, we are part of the China Life group with strong credit ratings from international rating agencies.”, said Ms Maria Ching, Chief Executive of China Life Insurance Singapore.

Mr Tony Chow, Assistant General Manager added, “ We chose to use Yao Ming in our brand campaign, not only because he is China Life’s Global Ambassador but more importantly, we wanted to develop a distinctive and recognizable campaign in consumers’ minds. Yao Ming as a giant of the basketball realm which synergises with who we are as part of the China Life Group, also embodies trust and credibility in trusting a giant to protect what matters to our consumers for insurance solutions.”

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, which ranks 94 in 2015, for 13 consecutive years with brand value of over RMB 182 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 2014, its premium income was HKD30 billion, with a breakthrough in agency force of over 3,000 people. 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 HKD120 billion. In November 2014, 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 issuer 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.

Media Contact:

Ms Abigail Han
Senior Marketing Manager
China Life Insurance (Singapore) Pte. Ltd.
Tel: +65 6727 4837
Email: AbigailHan@chinalife.com.sg