

Press Release
23 December 2013

BOCG Life launches “Joyful Golden Horse Offer”

To mark the prosperous year of the “Horse”, BOC Group Life Assurance Company Limited (“BOCG Life”) cordially presents customers a “**Joyful Golden Horse Offer**”^{Note 1}. From now until 31 March 2014, customers who successfully enroll in individual life insurance plans (excluding investment-linked insurance scheme) underwritten by BOCG Life with the First Year Premium Amount specified as below will have the opportunity to receive a 24K gold-plated Golden Horse Ornament, an exquisite memento that signifies success and wealth. The gifts are available on a first-come-first-served basis while stocks last. Details are as follows:

“Joyful Golden Horse Offer”

First Year Premium Amount ^{Note 2}			Gifts
HKD	RMB	USD	
120,000 – 599,999	100,000 – 499,999	15,000 – 74,999	24K gold-plated Golden Horse Ornament
600,000 or above	500,000 or above	75,000 or above	24K gold-plated Golden Double Horses Ornament

BOCG Life strives to be the life partner of customers by offering a full range of quality life insurance products and financial planning services. All the products and services are designed to cater for the diverse needs of customers at different stages of their lives and help customers achieve their short-, medium- or long-term financial goals.

For enquiries of the promotion, please visit any of the branches of Bank of China (Hong Kong) Limited (“BOCHK”), Nanyang Commercial Bank, Limited (“NCB”) or Chiyu Banking Corporation Limited (“Chiyu”), or call the Enquiry Hotline at (852) 3988 2388 (“BOCHK”), (852) 2622 2633 (“NBC”) or (852) 2843 2750 (“Chiyu”).

Notes:

1. “Joyful Golden Horse Offer” is subject to the terms and conditions of the relevant policies. Information contained in this press release is for reference only and is not and shall not be construed as an offer to sell or solicitation to buy or provision of any product of BOCG Life.
2. “First Year Premium Amount” refers to the premium for the first policy year of basic plan (counted per policy) of individual life insurance plan (excluding investment-linked assurance scheme) underwritten by BOCG Life. In general, “First Year Premium Amount” refers to “Initial Annual Premium” shown in the insurance proposals. However, for policy of single premium payment mode, “First Year Premium Amount” refers to “Single Premium” shown in the insurance proposals; and for Universal Life Insurance Plan Series, Scheduled Top-up Premium (if any) and Unscheduled Top-up Premium (if any) accepted by BOCG Life at the time of policy issuance will be counted as part of the “First Year Premium Amount”.

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About BOC Group Life Assurance Company Limited

Commenced in 1998, BOC Group Life Assurance Company Limited (“BOCG Life”) has been committed to providing customers with a comprehensive range of wealth management, retirement planning, health care and life protection services. BOCG Life is 51% owned by BOC Hong Kong (Holdings) Limited and 49% owned by Bank of China Group Insurance Company Limited. BOCG Life mainly distributes its products in Hong Kong through its professional telemarketing and financial planning managers from an extensive distribution network of more than 260 branches of the BOCHK Group (comprising Bank of China (Hong Kong), Nanyang Commercial Bank and Chiyu Banking Corporation). Leveraging the expertise of the BOCHK Group’s financial planning professionals, BOCG Life endeavours to provide customers with tailored insurance and financial planning services. In addition, its telemarketing and brokerage teams also help meet the different protection needs of customers. BOCG Life has a representative office in Beijing to facilitate Bank of China’s future expansion of insurance business in the Mainland of China. BOCG Life has been granted an “A” credit rating by the international rating agency, A.M. Best for its strong financial strength.