

Press Release

19 December 2014

**BOCG Life named the Best Life Insurance Company in Hong Kong again  
by *World Finance***

BOCG Group Life Assurance Company Limited (“BOCG Life”) is named the Best Life Insurance Company in Hong Kong for the second successive year by *World Finance*, a British magazine, in its “Global Insurance Awards 2014”. The award recognises the company’s distinctive achievement in the Hong Kong life insurance market.

Mr Terry Lo, Chief Executive of BOCG Life, said, “BOCG Life is honoured to receive the award for the second year. With a market share over 60%, we maintain our leading position in the Hong Kong RMB life insurance market. This year, we have launched the Plenteous Life Coupon Plan and the BestCare Critical Illness Plan to offer customers comprehensive protection in their different life stages. Looking ahead, we will continue to provide our customers with a diversified range of quality life insurance products, striving to be their life partner.”

The awards programme organised annually by *World Finance* evaluates the performance of insurance companies and financial institutions from over 50 countries and regions globally, based on indicators such as product diversity, customer service, corporate governance, strategy and market competitiveness and the like. It aims to honour the most outstanding insurance companies and financial institutions in their local markets. Winners are nominated by readers and selected by a panel of judges comprising financial and business journalists as well as a research team of the magazine.

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**About BOCG Life**

Commenced in 1998, BOC Group Life Assurance Company Limited (“BOCG Life”) has grown to be one of the top insurance companies in Hong Kong, with a commitment to offer comprehensive services in wealth management, retirement planning, life and medical insurance protection to customers. BOCG Life’s shareholding is 51% owned by BOC Hong Kong (Holdings) Limited and 49% owned by Bank of China Group Insurance Company Limited. In addition to its professional teams of telemarketing, brokerage and wealth management, BOCG Life distributes its acclaimed products in Hong Kong via the experienced financial planning managers of more than 260 branches of the BOCHK Group (comprising Bank of China (Hong Kong), Nanyang Commercial Bank and Chiyu Banking Corporation). BOCG Life strives to provide its customers with tailored insurance and financial planning services that meet their unique protection needs and financial goals. Moreover, BOCG Life has a representative office in Beijing to facilitate Bank of China’s expansion of insurance business in the Mainland of China.

BOCG Life has been affirmed a financial strength rating of “A” and an issuer credit rating of “a” by A.M. Best, an international rating agency. The Company has been rated “A2” by Moody’s Investors Service in recognition of its solid financial strength.

**Photo Caption:**



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