

Press Release

17 July 2016

### **BOC Life Launches Branding Campaign to Build Closer Relationship with Customers**

BOC Group Life Assurance Company Limited today announces the rebranding of the company as “BOC Life”. The new brand name and logo will come into effect on 18 July 2016. An advertising campaign under the theme of “Get A Little Closer” will be rolled out at the same time to foster a closer relationship with its customers and further enhance brand awareness. The Chinese calligraphy of the new logo is written by Dr. Sze Chi Ching, a well-known calligrapher, unveiling a new page for the company’s brand development.

Mr. Terry Lo, Chief Executive of BOC Life said, “By embracing customer-oriental values and product innovation, BOG Life strives to provide its customer with tailored products and professional services and enhance customer experiences. Over the past years, we have built a strong brand image with “Endless Love” as the core theme to create an amicable image and promote care for loved ones. We are now taking a more versatile approach in promotion to meet our business development needs, including the use of popular social media. A campaign page on Facebook has been built to share brand messages and strengthen the interaction with customers.”

BOC Life will launch a series of advertisements themed “Get A Little Closer” in print, outdoor and electronic media. These include two micro movies featuring the true stories of main characters who were given a nickname in childhood, to highlight the love of parents that became an inseparable part of family relationship and memories during their growth.

“Our corporate goal is to be the life partner of our customers. With the launch of our new brand image, we will continue to provide diversified life insurance products and superior services through incessant innovation, and give them and their loved ones the protection they are looking for,” Terry Lo concluded.

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#### **About BOC Group Life Assurance Company Limited**

BOC Group Life Assurance Company Limited (“BOC Life”) was founded in Hong Kong and has served the local market for years. We have grown to be one of the top life insurance companies in Hong Kong, with a commitment to offering comprehensive services in life insurance, wealth management and retirement protection. BOC Life’s shareholding is owned by BOC Hong Kong (Holdings) Limited and Bank of China Group Insurance Company Limited. In addition to the channels of tied agency, brokerage, telemarketing and eChannel, BOC Life distributes its acclaimed life products in Hong Kong via the professional relationship managers at more than 260 branches of Bank of China (Hong Kong) Limited, Nanyang Commercial Bank and Chiyu Banking Corporation Limited. We strive to provide our customers with tailored insurance and financial planning services that meet their unique needs and personal financial.

BOC Life's solid financial strength has been affirmed by international rating agencies, including the financial strength ratings of "A" by Standard & Poor's, and "A2" by Moody's Investors Service.

#### Photo Caption



The Chinese calligraphy of BOC Life’s new logo is written by Dr. Sze Chi Ching (Left).