

3 August 2023

HSBC Life opens its first standalone Insurance Planning Centre in Macau to strengthen its presence in the Greater Bay Area

HSBC Life today announces the opening of HSBC Life Insurance Planning Centre in Macau. This marks a significant milestone as HSBC Life continues to solidify its strong presence as one of the leading insurers in the Greater Bay Area (GBA). The new facility is also the HSBC Group's first standalone Insurance Planning Centre in the world fully dedicated to providing insurance sales and services to customers.

Situated in a double-storey building at the heart of the city's central business district, the centre will offer comprehensive insurance planning services to customers in Macau and visitors from the wider GBA who are looking for bespoke solutions to meet their medical, protection, education, retirement, wealth accumulation and legacy planning needs. Customers can also make claims and review their policies at the centre.

Edward Moncreiffe, HSBC Life CEO of Hong Kong and Macau, said, "Our Macau business is experiencing treble-digit growth and so it is the right place for us to set up this new facility. Macau stands as a very important and unique city in our GBA plans to capture the rising demand for insurance protection and wealth management within the region. This new centre also complements the two HSBC Life Para-medical Centres in Hong Kong established in Tsim Sha Tsui and Causeway Bay to offer one-stop medical underwriting and health services to customers. The three facilities together represent a solid, connected and convenient service network to better serve our customers by meeting their health and wealth management needs."

"We continue to see strong demand from across the region for our leading health and wealth solutions. In the first 6 months of the year, we have issued over HKD6bn in new premiums across Hong Kong & Macau to Mainland Chinese Visitors, roughly 30% of which has come from customers from the Guangdong province. We will thus continue to invest in our infrastructure across this region. Coupled with our unrivalled bancassurance network in Hong Kong and our wholly-owned insurance subsidiary in Mainland China with presence in six GBA cities, the new HSBC Life Insurance Planning Centre in Macau represents another step in making our products and services more accessible, and in positioning HSBC Life to be the number one life partner for our customers across the GBA." **Edward** continued.

Greg Hingston, CEO, HSBC Global Insurance and Partnerships, said, "The establishment of the HSBC Life Insurance Planning Centre underscores our strategic focus on growing our protection and wealth capabilities in Asia and importantly, across the GBA. It also marks the third chapter of our expansion story in the country, following the launch of Pinnacle, our digital and mobile wealth planning and insurance platform and the full ownership in HSBC Life China in Mainland China.

Going forward, we will continue to deepen and expand the growth of our insurance business in Asia to offer the best protection and wealth management solutions to our customers.”

Reflecting HSBC Life’s commitment in customer centricity and integrating digital art in our day-to-day operations, the centre has adopted “Life in Bloom” as its creative concept. From Peonies, Delphinium to Sunflowers and Lotus to Chrysanthemums, the meaning of these flowers can each be associated with HSBC Life’s core values. The booming of flowers also deeply resonates with HSBC Life’s mission to bloom our customers at different life stages by providing the protection they need.

To accentuate the aesthetics of Macau’s unique and diversified culture and in partnership with Fuhong Society of Macau, the HSBC Life Insurance Planning Centre will be decorated with artworks of renowned local artists – Mr. Vitorino Vong and autistic talent Mr. Leong Ieng Wai. The centrepiece, entitled “The Pillar of Blooming”, is an artwork specially created to highlight the beautiful seasonal scenarios of Macau, which is also a testament to HSBC Life’s commitment in flourishing local art and culture.

The centre will operate from Mondays to Saturdays from 10am to 7pm at Unit AC, Dynasty Plaza, 393 Alameda Dr. Carlos d’Assumpcao, Macau. For customer appointments, please call the hotline at (853) 8599 2802.

Ends

Note to editors:



(Left to right) Edward Moncreiffe, HSBC Life CEO of Hong Kong and Macau; Daisy Tsang, HSBC Life Chief Distribution and Customer Officer of Hong Kong and Macau; Greg Hingston, CEO, HSBC Global Insurance and Partnerships;



Opening Ceremony



(Left to right) Artist Louis Cheung; Greg Hingston, CEO, HSBC Global Insurance and Partnerships; Edward Moncreiffe, HSBC Life CEO of Hong Kong and Macau; Daisy Tsang, HSBC Life Chief Distribution and Customer Officer of Hong Kong and Macau



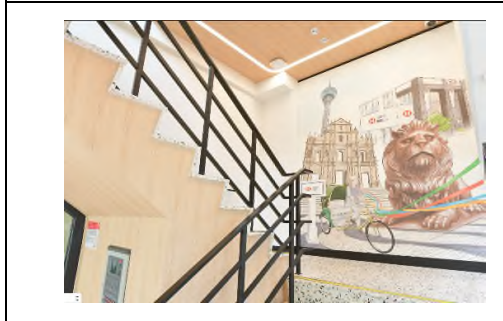
Artist Louis Cheung



HSBC Life Insurance Planning Centre



Adopting "Life in Bloom" as its creative concept



Wall painting by local artist Mr. Vitorino Vong



"The Pillar of Blooming" co-created by local artist Mr. Vitorino Vong and autistic talent Mr. Leong Ieng Wai

The Hongkong and Shanghai Banking Corporation Limited

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HSBC Life (International) Limited

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