

Press Release

FTLife and K11 partner for industry-first initiative Cross-channel innovation sees K Dollar being accepted as premium payment

(Hong Kong, 25 July 2022) FTLife Insurance Company Limited ("FTLife") has been a member of K Dollar Program, since early 2022. Leveraging the well-received limited-time K Dollar Double Reward (K Dollar rewards for premium payment), FTLife and New World Development's K11 Group are delighted to announce today an industry-first initiative: K Dollar Premium Payment ("the Programme") where K Dollar, the digital reward currency of New World Group, will be accepted by FTLife for premium payment. The new initiative signifies our commitment to power up our customers in leading more fulfilling lives.

Under the collaboration between K11 Group and FTLife, K Dollar is extended for premium payment at FTLife, bringing the customer experience to the next level with enhanced convenience and relevance to their everyday life. During the promotion period (from now until 30 September 2022), customers can settle the premium by K Dollars, with 1 K Dollar offsetting HKD 1 initial premium of the new policy(ies) purchased. What's more, customers settling the initial premium of the new policy(ies) purchased during the promotion period (basic plan(s) and rider(s) (if applicable)) by K Dollars, FTLife will reward up to 100% corresponding K Dollars*!

Joe Cheng, Chief Executive Officer of FTLife, said: "Ever since joining the New World Group, FTLife has integrated itself with the Group's diverse business ecosystem where we are able to reach out to various business units for collaboration. Our synergy with the Group adds to the unique strengths of FTLife in providing market-first experiences for our clients, powering them up in various aspects. It is also a solid example of how our mission to Think beyond insurance is making a difference."

You can earn K Dollars with your spending, and spend K Dollars as instant cash at over 500 participating merchants in K11 MUSEA, K11 Art Mall, K11 ARTUS, Rosewood Hong Kong, designated Chow Tai Fook shops and D · PARK, THE FOREST and FREE DUTY etc.

Please visit the following website for more information:

- "K Dollar Premium Payment" arrangement
https://www.ftlife.com.hk/pdf/en/home/2022Q3_K_Dollar_N.pdf
- K Dollar Program Terms and Conditions
<https://hk.krewards.com/program-terms-and-conditions/>

*Subject to relevant terms and conditions. FTLife will reward up to 100% corresponding K Dollars for selected existing customers and other customers settling the initial premium of any plan(s) purchased during the promotion period (including basic plans and riders (if applicable), except for those involving investment-linked assurance scheme (ILAS (and the rider attached thereto)) and Prosperous Deferred Annuity Plan 2) ("New Policy"). The K Dollar Reward is calculated based on each New Policy, subject to a maximum of 10% of Annualised First-Year Premium for each New Policy. Application submission date is from 4 July 2022 to 30 September 2022 (both dates inclusive) and last approval date is 30 November 2022.

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About FTLife Insurance Company Limited

FTLife Insurance Company Limited ("FTLife") is one of the most well-established life insurance companies in Hong Kong and a wholly-owned subsidiary of NWS Holdings Limited (Stock Code: 0659). Building on a history of more than 30 years in the territory, FTLife provides individual and institutional clients with a diverse range of insurance and wealth management products and services, including life, health, accident, savings and investment insurance. As a member of New World Group, FTLife works with diversified businesses within the Group to create synergies and provides customers with best-in-class life-planning solutions, from wealth management and succession to health, wellbeing and quality of life enhancement.

About K11 Group

K11 Group is a unique concept brand that combines culture and commerce, sustaining an ecosystem that caters to all walks of life. Founded in 2008 by renowned entrepreneur Adrian Cheng, the Group encourages a deeper look at the interconnectivity between creativity, culture and innovation. Through K11 Group, Cheng's aim is to enrich the daily lives of next-generation consumers and create a new global identity for Chinese millennials, as well as cultivate opportunities for communities to thrive, connect, work and shop.

K11 Group is based in Hong Kong SAR with operations in Greater China and investments in Europe and the US. By 2026, K11 Group will have gained a footprint of 38 projects (GFA 2.80 million sq m) in 10 cities across Greater China. In addition to its flagship K11 MUSEA, 11 SKIES and K11 Art Malls, the Group operates K11 ATELIER, K11 ARTUS and K11 Select. In addition, it cultivates cultural richness through the Hong Kong non-profit K11 Art Foundation and the K11 Craft & Guild Foundation, alongside educational platforms like K11 KULTURE ACADEMY & K11 Future Taskforce.

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- For further details, please contact FTLife's Customer Service Hotline on +852 2866 8898.
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