

News Release

ACE Life, A Chubb Company, Wins Inaugural HKIM Market Leadership Award 2015 Recognizing its market leadership and marketing excellence

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March 15, 2016 — ACE Life in Hong Kong, a Chubb Company today announced that it had earned the “HKIM Market Leadership Award” title in Integrated Insurance, at the inaugural Market Leadership Awards 2015 (“the Awards”) organized by Hong Kong Institute of Marketing (HKIM).

The Awards honor individuals and enterprises that have demonstrated outstanding achievement in areas such as market share growth, customer engagement and brand awareness over 2015.

Allan Lam, Country President of ACE Life in Hong Kong, said, “We are delighted and honored to be one of the only three industry leaders to receive the accolade, in recognition of our commitment to creating exceptional and innovative marketing campaigns. Adding this market leadership award to our list of accolades demonstrates our capabilities to develop effective marketing strategies. This achievement will further drive us to develop innovative marketing ideas in order to achieve market growth and maintain our leading position.”

ACE Life achieved particular success last year with the establishment of its first Global Wealth Management Center in Hong Kong. Catering to the growing needs of high-net-worth individuals, the Center provides value-added services and exceptional customer experiences with tailor-made wealth planning solutions. Wealth management clients can benefit from the comprehensive products offered by ACE’s life and general insurance operations under the ‘One ACE’ umbrella, to meet their complex savings, investment, health, protection and wealth transfer needs. The Center is one of the latest innovative initiatives showcasing how ACE Life keeps ahead of the competition, since this one-stop flexible solution allows high-net-worth clients to mix and match specific plans and products to suit their diverse requirements.

The inaugural HKIM Market Leadership Awards comprise three categories which are Individual Awards, Enterprise Awards and Service Provider Awards, with winners selected by a panel of leading experts comprising HKIM Honorary Chairman Dr. Michael Y. K. Chan and its Council Members. Different from many marketing awards, the measurement of contestants’ performance is not confined to a specific campaign but rather a year-long assessment of whom can demonstrate marketing professionalism and leadership in areas of effective marketing strategy, integrated branding initiatives, diversified communication campaigns, innovative media solutions and business integrity & social responsibility.

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Photo Caption:



Mr. Allan Lam, Country President of ACE Life in Hong Kong (left) represents the company to receive the award.

About ACE Life in Hong Kong

ACE Life is the global life insurance division of Chubb Group*, one of the world's largest multiline property and casualty insurers. With operations in 54 countries, Chubb provides commercial and personal property and casualty insurance, personal accident and supplemental health insurance, reinsurance and life insurance to a diverse group of clients. The company is distinguished by its extensive product and service offerings, broad distribution capabilities, exceptional financial strength, underwriting excellence, superior claims handling expertise and local operations globally. Parent company Chubb Limited is listed on the New York Stock Exchange (NYSE: CB) and is a component of the S&P 500 index. Chubb maintains executive offices in Zurich, New York, London and other locations, and employs approximately 30,000 people worldwide.

With both general and life insurance operations, ACE has been present in Hong Kong for more than 90 years, via acquisitions by its predecessor companies. Specifically to meet the needs of financial protection and security of its broad range of customers, ACE Life Insurance Company Ltd., a Chubb company, offers a comprehensive array of quality life and medical insurance products and services.

More information can be found at www.acelife.com.hk.

* ACE has acquired Chubb, creating a global insurance leader operating under the renowned Chubb name. ACE Life Insurance Company Ltd. is now a Chubb Company. Learn more about the new Chubb: www.new.chubb.com

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