

HSBC Life

Top 3 international life insurer
in Asia Pacific



HSBC Life is here to help you face your future with confidence

We're here to open up a world of opportunity for our customers, colleagues and communities. Our purpose is more than just building wealth, it's about enabling and protecting goals and aspirations, giving everyone a peace of mind in creating the future they want.

HSBC Life is the brand of the insurance business of HSBC, one of the world's largest banking and financial service organisations serving customers from offices in 58 countries¹ and territories for 160 years.

Whether it's protection, education, retirement, growing your wealth, or planning your legacy, our solutions are designed to support you through every stage of your life.

With HSBC Life, you can rely on a legacy of strength, trust, and unwavering support to help you achieve your goals.

¹ As of April 2025



Insurance is a key accelerator and differentiator of the HSBC Group's wealth management franchise. We play a pivotal role in enabling long-term client value across the fast-growing middle class, providing customised products and services to meet their health, protection, retirement, education and legacy planning needs.

Edward Moncreiffe
CEO, Global Insurance, HSBC

A legacy of excellence

Born from a desire to do more for our customers, HSBC Life has quickly established itself as a cornerstone of the insurance industry in Asia Pacific. From its pioneering roots in Hong Kong, and early establishment in Singapore, to its expansive growth into Macau, mainland China, and the rest of the world, our history is defined by a blend of innovation, resilience, and dedication to our customers.

1865

HSBC opens its doors in Hong Kong and Shanghai, becoming the first locally owned and managed bank, issuing banknotes in Hong Kong and mainland China.

1880

Acts as a banker to the government of Hong Kong and as a sole or joint banker for British government accounts in mainland China, Japan, Penang and Singapore.

1954

Incorporates HSBC Insurance (Singapore) in Singapore.

1974

HSBC builds insurance manufacturing capacity and begins servicing retirement schemes in Hong Kong.

1988

HSBC Life (UK) Limited in the United Kingdom offers insurance services to meet protection and investment management needs.

1996

Offers a range of protection and investment life assurance products in Malta.

2003

Acquires Keppel Insurance as part of the expansion of its Singapore insurance operation.

2005

Starts reinsurance presence in Bermuda via HSBC Insurance (Bermuda) Limited.

2007

- Starts insurance business in India via Canara HSBC Life Insurance, a joint venture between HSBC, Canara Bank and Oriental Bank of Commerce (OBC merged with Punjab National Bank in April 2020).
- HSBC acquires 100% of Erisa, a French life insurance joint-venture founded in 1986 in which Crédit Commercial de France owned 50%.

2008

HSBC launches HSBC Assurances brand in France and Erisa becomes HSBC Assurances Vie (France).

2009

Opens HSBC Life Insurance Company Limited (HSBC Life China) in mainland China in partnership with The National Trust Limited. Headquartered in Shanghai, it provides a comprehensive suite of insurance services encompassing life protection, retirement, education, wealth growth and legacy planning.

2011

Opens its first branch office in Beijing during a period of strong and sustained growth for its mainland China insurance business.

2015

HSBC Life China expands to the Pearl River Delta region and set up Guangdong branch.

2017

HSBC Insurance (Singapore) is recognised by Monetary Authority of Singapore as a Tier-1 insurer.

2018

- HSBC Life is formally established as a new global insurance brand.
- Establishes Tianjian and Shenzhen branches in mainland China.

2019

HSBC Life China expands business to Hangzhou and set up Zhejiang branch.

2021

HSBC Life has revived its development in Macau by introducing a series of insurance solutions to meet its customers' life and medical protection needs.

2022

- HSBC Insurance (Asia) Limited acquires the remaining 50% equity interest in HSBC Life China to gain 100% ownership.
- Sets up HSBC Insurance Brokerage Company Ltd as a broker channel for insurance and wealth product distribution in mainland China.
- HSBC Life (Bermuda) Limited, the Reinsurance Mixer is established to help optimise capital efficiency across our insurance group.
- HSBC Life completes acquisition of AXA Singapore, expanding its capabilities as a multi-channel, multi-product life and health insurer in Singapore.
- Acquires Grupo Financiero Bital to offer insurance services in Mexico.

2023

The world's first Insurance Planning Centre is opened in Macau.

2024

- HSBC Life China sets up Sichuan and Jiangsu branches.
- Issues the most valuable life insurance policy by HSBC Life Hong Kong which sets a new Guinness World Record.

Today

With our extensive global network, HSBC Life continues to set new standards of excellence and grow our insurance-led financial advisory solutions to support our valued customers.

Regional leadership in Asia Pacific

HSBC Life is a top three international insurer in Asia¹. Our robust strengths and championship in the markets of Hong Kong, Macau, mainland China, and Singapore have propelled us to a leading position in the region.



Hong Kong and Macau

HSBC Life holds no.1 market share² in Hong Kong (in terms of New Business Premiums). Armed with our strong foundation, heritage and financial security, we are the most recommended life partner of our customers³.

We also hold the largest bancassurance market share in Hong Kong at 36%⁴ (in terms of total New Business Premiums), a testament to our enduring trust and strength in the industry. Leading the market with industry-best New Business Premiums, HSBC Life exemplifies innovation and excellence, setting the standard for insurance solutions in the region.

In Macau, we opened HSBC Group's first and only standalone Insurance Planning Centre in the world in 2023 to provide comprehensive wealth planning, products and services for customers through our in-house wealth planning specialists.



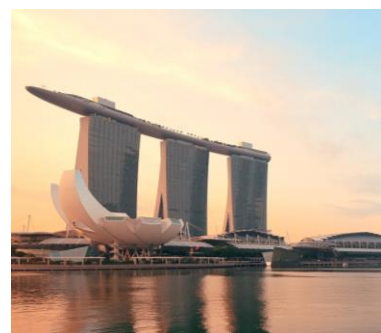
Mainland China

With operations across major cities including Beijing, Shanghai, Tianjin, Hangzhou, and significant presence in 6 cities in the Greater Bay Area, we provide a comprehensive range of insurance and wealth planning solutions tailored to the needs of individuals, families, and corporations.

HSBC Life is committed to excellence and leadership in addressing the high-speed growing demand for insurance and financial services in mainland China.

We deliver solutions through the HSBC bancassurance network and HSBC Insurance Brokerage Company Ltd, the first wealth management institution in China to hold licenses for both insurance brokerage and fund sales.

In China, 87% of our customers prefer HSBC Insurance Brokerage for wealth management⁵, with 83% giving satisfaction ratings of 90-100%⁶.



Singapore

HSBC Life Singapore has been a cornerstone of the insurance landscape in the region, ranking as the #1 insurer for High Net Worth individuals⁷ and topping customer experience among Singapore insurance companies.

Our customer satisfaction is 9% higher than the next competitor and we have both the highest effort and emotion score, meaning customers find us easy to interact with and love those interactions⁸.

The successful acquisition of AXA Singapore in 2022 enabled the expansion of our capabilities as a multi-channel, multi-product life and health insurer in Singapore.

Built on a foundation of experience and expertise, HSBC Life Singapore offers a comprehensive suite of solutions for retail, corporate, and high-net-worth clients, meeting the diverse needs of our customers across their different life stages.

1. Asia Insurance Review: <https://www.asiainsurancereview.com/News/View-NewsLetter-Article/Id/88376/Type/eDaily/Hong-Kong-Insurance-industry-grows-by-12-in-1Q2024/1/sid/229267> International insurer means an insurance company operating in more than one market in Asia (e.g. AIA, Prudential, Manulife, FWD, SunLife).
2. According to the provisional statistics of the Hong Kong insurance industry released by the Insurance Authority, HSBC Life continued to rank first in Hong Kong for individual life New Business Premiums from 2022 to 2024.
3. Source: HSBC Life Hong Kong 1H 2022 Strategic Net Promoter Scores report
4. Information is extracted from the Provisional Statistics on Hong Kong Long Term Insurance Business (January 2024 to March 2024), issued by the Insurance Authority of the Hong Kong SAR. The market share refers to the comparison of the total of New Business Premiums with other insurers under Direct New Business of Individual Business of bank channel in January 2024 to March 2024.
5. In August 2024, HSBC Insurance Brokerage conducted a "Net Promoter Score (NPS)" survey among customers who had successfully purchased and activated HSBC Wealth Planning products. This survey was specifically targeted at existing HSBC Wealth Planning customers.
6. From January to December 2024, HSBC Insurance Brokerage conducted a "Customer Net Promoter Score (NPS)" survey among both existing customers (those who had purchased and activated HSBC Wealth Planning products) and potential customers.
7. AFFLUENTIAL WealthLens™ Brand Affinity 2024 Rankings
8. FSI CX benchmark study

The right solutions for every stage of life

At HSBC Life, we offer a comprehensive portfolio of products and services designed to support you at every stage of your life's journey.

Whether you're securing your family's future, growing your wealth, or planning for retirement, we have the right solutions to help you fulfil your promises to your loved ones, your business, and yourself. By understanding your aspirations, we provide tailored solutions to turn your goals into rewarding possibilities.

Protection



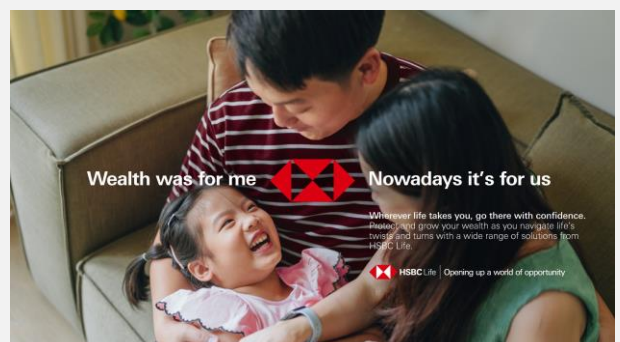
At HSBC Life, we understand that protecting your loved ones is essential. We work hard to provide lifelong protection for you and those you love, safeguarding your health, wealth and family.

- ◆ Universal Life and Indexed Universal Life Insurance Plans
- ◆ Whole of Life Insurance Plans
- ◆ Protection focused Investment linked Plans
- ◆ Medical and CI Insurance Plans
- ◆ Term Life Insurance Plans

Wealth Growth

Your own business, your dream home. The perfect wedding—life is filled with exciting possibilities waiting to unfold. At HSBC Life, we want to help you turn these goals into reality. We provide wealth and insurance solutions that combine saving and investment elements to support your life ambitions:

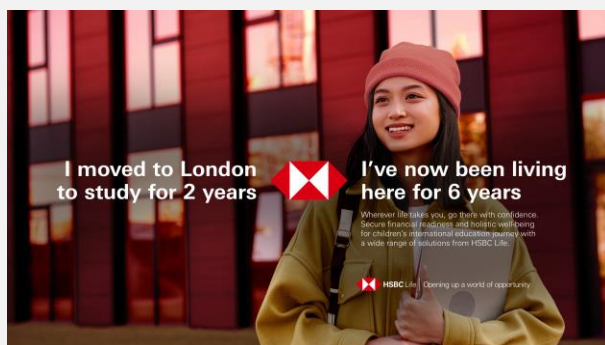
- ◆ Whole of Life Insurance Plans
- ◆ Endowment Plans
- ◆ Investment Linked Plans
- ◆ Annuity Plans



Education

It feels like just yesterday your children took their first steps, and now they're preparing to take a giant leap into the big, wide world. Securing their educational future is the greatest gift you can give, and we offer a full range of solutions to help you keep your promise to them of a bright future.

- ◆ Annuity Plans
- ◆ Investment Linked Plans
- ◆ Whole of Life Insurance Plans



Legacy Planning



It's not just about the wealth you accumulate - it's about what you do with it and who you share it with that brings true joy and satisfaction. We understand your desire for successful planning to secure the best for your legacy, ensuring that your next generation is well-equipped to face the future with confidence. That's why we offer:

- ◆ Universal Life and Indexed Universal Life Insurance Plans
- ◆ Universal Life
- ◆ Whole of Life Insurance Plans

Retirement

On average, a person works 3,000 hours per year. Retirement is a chance to relax and enjoy life to its fullest after all that hard work. Our retirement solutions are designed to do just that, protecting your health and wealth for a comfortable, worry-free and joyful retirement life:

- ◆ Endowment Plans
- ◆ Annuity Plans
- ◆ Investment Linked Plans



Our product offerings vary by markets to fulfill the needs and dreams of our customers.

Recognised for excellence

Our commitment to delivering quality to our customers has been recognized across the region. Below is a selection of awards highlighting our dedication to excellence and innovation.



Hong Kong and Macau



Bloomberg Businessweek Financial Institution Awards 2024

- Brand of the Year (Insurance Sector)
- Bancassurer of the Year
- GBA Macau Insurance Company of the Year



The Hong Kong Insurance Awards 2023

- Winner - Outstanding Claims Management Award Life Insurance
- Winner - Outstanding Training and Development Award
- Top 3 - Most Innovative Product/Service – Wealth



Asia Insurance Industry Awards 2023

- Health Insurance Company of the Year



HKMA Award for Excellence in Training and Development 2024

- Bronze Award for the GBA Training Programme



56th HKMA Distinguished Salesperson Award

- 3 Macau Wealth Planning Specialists received the prestigious award



MDRT 2024

19 Wealth Planning Specialists recognised:

- 1 x TOT (Top of the Table)
- 8 x COT (Court of the Table)
- 10 x MDRT (Million Dollar Round Table)

Mainland China



2023 The 18th China Insurance Innovation Awards

- Annual Insurance Brand of Value



2023-2024 Annual Insurance Products of “Golden Reputation”

Singapore



Global Insurance Innovation Awards 2024

- Outstanding Customer Relations & Brand Engagement Initiative



AFFLUENTIAL WealthLens™ Brand Affinity 2024 Rankings

- High-net-worth individuals No. 1 insurer



FSI CX Benchmark Study

- No. 1 in Customer Experience among insurance companies



Asian Experience Awards 2023

- Singapore Brand Experience of the Year – Life Insurance

Contact

Learn more about
HSBC Life by visiting

www.life.hsbc.com

Hong Kong

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Monday to Friday 9am - 8pm

Saturday 9am - 1pm
(Except public holidays)

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Singapore

HSBC Life (Singapore) Pte. Limited

Hotline

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Monday to Friday 9am - 5pm

(Except public holidays)

Website

www.hsbclife.com.sg

Macau

HSBC Life (International) Limited,
Macau Branch

WeChat Public Account
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HSBC Life Insurance
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HSBC Insurance Brokerage
Company Limited

WeChat Mini-site
(Simplified Chinese)



Website

www.hsbcbroker.com.cn

Address

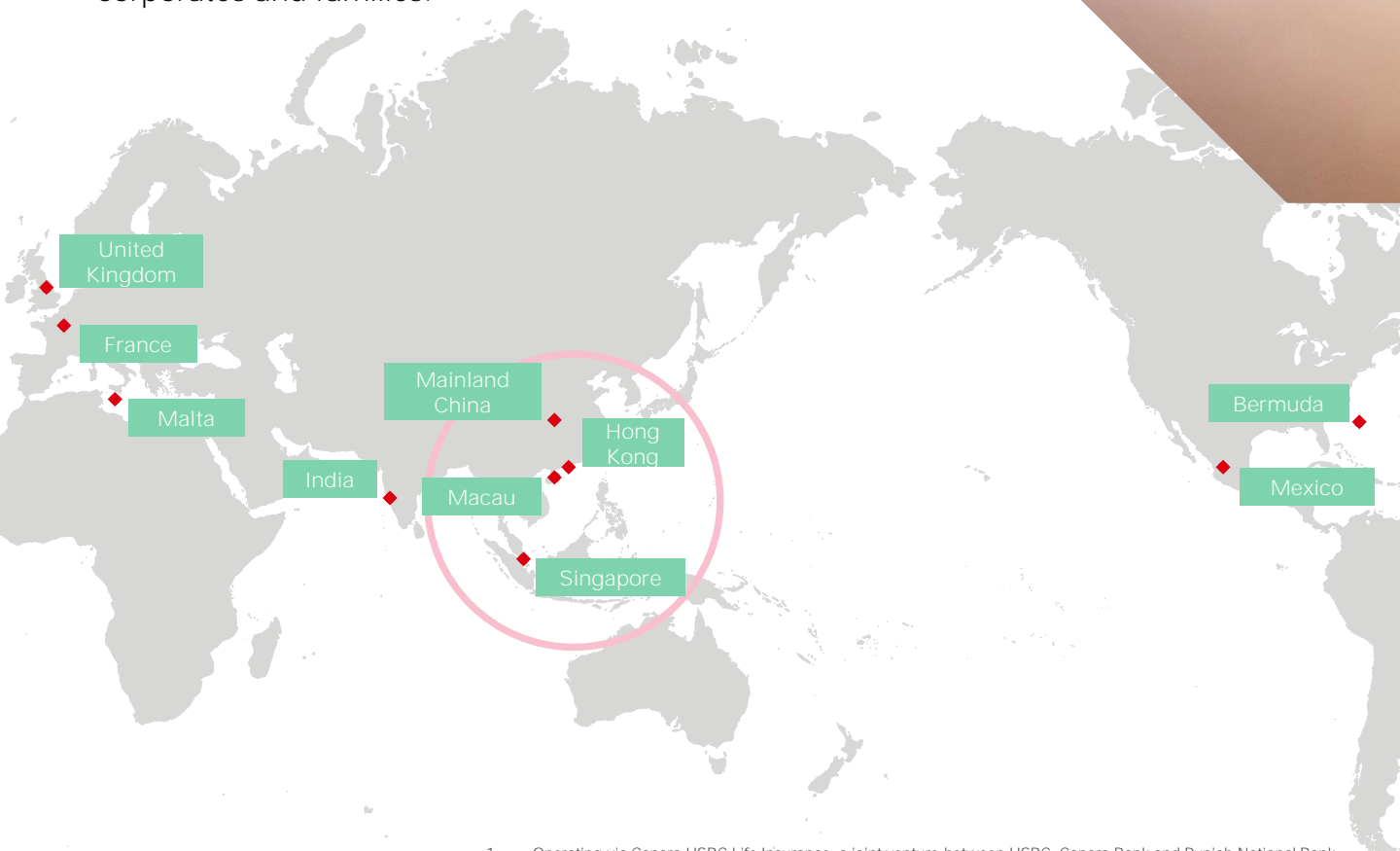
Room 201, 2nd Floor, Building
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District, Beijing, China

Our global presence

Our services aren't limited to Asia Pacific. We manufacture life and health insurance products across 9 key global markets, including Hong Kong, Macau, mainland China, Singapore, India¹, Malta², France³, the United Kingdom, and Mexico⁴, with a reinsurance presence in Bermuda.

In addition to our core offerings, we collaborate with strategic partners to provide insurance products worldwide to meet diverse customer needs.

Our global reach is supported by a multidisciplinary team of insurance and wealth experts, underpinned by a culture of stability and strategic prudence, delivering solutions to address the evolving goals of individuals, corporates and families.



1. Operating via Canara HSBC Life Insurance, a joint venture between HSBC, Canara Bank and Punjab National Bank.
2. In September 2024, HSBC announced the Strategic Review of our 70% shareholding of HSBC Malta.
3. Our local operating company in France is known as HSBC Assurances. In December 2024, HSBC Continental Europe signed a Memorandum of Understanding regarding the potential sale of its French life insurance business, HSBC Assurances Vie (France), to Matmut Société d'Assurance Mutuelle ('Matmut').
4. Our local operating company in Mexico is known as HSBC Seguros.

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