GENERALI

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PRESS RELEASE

GENERALI FLAGSHIP SAVINGS PRODUCT LAUNCHES TO ADDRESS CUSTOMERS' NEED AND TO NAVIGATE MARKET UNCERTAINTY

Generali Hong Kong today announced the launch of a new flagship product, Generali **LionTycoon** – a long-term participating savings and life plan that offers clients and their families wealth protections and growth opportunities, along with legacy planning.

A YouGov[1] survey commissioned by Generali revealed that recent global events resulted in growing concerns over personal financial security and wealth protection, with half of the respondents aged 35-70 saying that the pandemic has made them more worried about not having enough flexible cash in times of need.

"Financial planning and security are always the key concern. Recent events like the global pandemic just intensified the concern and we believe it is important to offer a plan that empowers our customers to manage their wealth and provides wealth creation for long term financial planning. We are delighted to launch our flagship long-term participating savings and life plan with high projected return and various protections in Hong Kong," said **Rebecca Tan, Chief Distribution and Marketing Officer of Generali Life (Hong Kong) Limited.**

The survey also found that 73% of respondents considered high returns in the long run is important when choosing a savings plan.

Rebecca added, "When designing Generali **LionTycoon**, we listened closely to our customers and business partners. We have conducted several focus groups and gained valuable insights that helps to shape our new product. **LionTycoon** is truly a product from the voice of partners and customers. **LionTycoon** offers a total internal rate of return up to 7.14%[2] per annum, which is one of the highest in the market[3].In addition, the plan also provides Terminal Dividend Lock-in Option to capture market upside, Benefit Accumulation Account to earn interest, flexible cash withdrawal and infinite wealth transfer options, reinforcing our dedication to helping customers reach their financial goals,"

Another key finding from the Generali survey was that over 70% of respondents considered an insurance company with a long-standing proven record as a key factor when purchasing an insurance plan.

"Established in 1831, Generali[4] has recorded significant global and economic milestones throughout our almost 190 years of history, including insuring Italy's first scientific satellite in 1964 and the country's first astronaut in 1992. We have been consistently listed among the top 100 Fortune Global 500 Companies and recorded 630 billion Euros (HKD5.8 trillion) AUM (Assets Under Management) globally in year ending 2019."

In Hong Kong, despite the economic volatility, Generali Hong Kong continues to record double-digit year-on-year growth and more significantly as at Aug 2020, a staggering 102% growth in its Retail Life business. This local result is consistent with Generali global performance and its long standing track record" said **Cillin O'Flynn, Chief Executive Officer of Generali Life (Hong Kong) Limited**.

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[1] YouGov is a British international Internet-based market research and data analytics firm, headquartered in the UK, with operations in Europe, North America, the Middle East and Asia-Pacific.
[2] The rate is non-guaranteed and subject to terms and conditions.
[3] Based on market intelligence of similar products offered by major life insurance companies in Hong Kong to individual customers as of August 2020.
[4] Generali Group

Achieving financial goal with Generali **LionTycoon**

With the launch of Generali **LionTycoon** in Hong Kong, Generali aims to provide customers with unique plan for wealth accumulation, growth and legacy planning.

Generali **LionTycoon** offers 4 premium payment terms, 3, 5, 8, 10 years and with prepayment option under 3 years, with the following key features:

- **High projected return in the market**
  The total internal rate of return (IRR) is up to 7.14%[5] per annum, allowing the total cash value to appreciate up to 10,000 times[6] of total premiums paid at the end of year 138.

- **Flexible access to wealth**
  Regular and Flexi Lock-in Options are available for Terminal Dividend. Locked-in terminal dividends can be accumulated in Benefit Accumulation Account to secure market upside and earn non-guaranteed interest. Partial surrender amount can also be allocated to this account for interest accumulation.

- **Interest accumulation in Benefit Accumulation Account**
  The current non-guaranteed interest rate in Benefit Accumulation Account is 4% per annum. Savings in the Benefit Accumulation Account can be flexibly withdrawn at any time to accommodate financial needs.

- **Option of legacy planning**
  Customers can choose to pass on wealth and protection to next generations infinitely and hassle free. Once the policy is transferred, the coverage period will be adjusted to the age of 138 for the New Insured and the policy values will continue to grow over time.

At the virtual launch event today, Generali uses the catchphrase “5, 6, 7, 8” to summarize the distinctive benefits of Generali **LionTycoon**: representing 5%[5] IRR on the 20th policy year, 6%[5] at 30th policy year, and over 7%[5] at the end of the Benefit Term. The “8” means customers can enjoy additional benefits when opting for a 8 year payment term. Among the benefits are 30%[7] first year premium refund and up to 2 years premium holidays.

[5] The rate is non-guaranteed and subject to terms and conditions.
[6] Applicable to 3, 5, 8 years of Premium Payment Term.
[7] Subject to terms and conditions.

Chief Distribution and Marketing Officer Rebecca Tan introduces the key features of Generali LionTycoon

Generali LionTycoon virtual launch event

Please download high-resolution images here.

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About Generali Hong Kong

Since the 1970s, Generali Hong Kong has enabled people to shape a safer future by caring for their lives and dreams. Over the years, we focus on understanding the specific and unique requirements of our customers. This serves as the core of our action in providing solutions to meet our customers changing needs. With our extensive distribution network and partnership with our intermediaries and a combination of our local knowledge with Generali Group's global network and experience, we develop unique, innovative, simple, and flexible financial solutions for our customers. .

generali.com.hk

About Generali Group

Generali is one of the largest global insurance and asset management providers. Established in 1831, it is present in 50 countries in the world, with a total premium income of more than € 69.7 billion in 2019. With nearly 72,000 employees serving 61 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. Generali's ambition is to be the life-time partner to its customers, offering innovative and personalized solutions thanks to an unmatched distribution network.

generali.com

LionTycoon is underwritten by Generali Life (Hong Kong) Limited.
"Generali" and "Generali Hong Kong" refers to "Generali Life (Hong Kong) Limited" unless otherwise indicated.

All product information in this press release is for reference only. Terms and conditions apply. Please refer to the product brochure and policy contract for detailed terms and conditions, risk disclosures of LionTycoon.