



Generali Hong Kong Triumphs with Six Wins at the “10Life 5-Star Insurance Awards 2024”

Generali Hong Kong has secured six prestigious accolades at the “10Life 5-Star Insurance Awards 2024”. The awards, which serve as a benchmark of quality within the insurance industry, saw Generali Hong Kong receiving the highest honor in the following categories:

- 5-Star QDAP Savings
- 5-Star QDAP Retirement
- 5-Star Whole Life Critical Illness Insurance
- 5-Star Term Critical Illness Insurance
- 5-Star Savings Insurance Legacy
- 5-Star Savings Insurance Retirement

Organized by 10Life, the largest insurance comparison platform in Hong Kong, the “10Life 5-Star Insurance Award 2024” is one of the most representative awards in the industry. Their actuaries rate insurance products based on factors that matter the most to the consumers. 10Life compares over 1,500 insurance products from over 50 insurers in the market with the top-rated products under each category awarded a 5-Star rating.



Generali Hong Kong has won six accolades at the 10Life 5-Star Insurance Award 2024.

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Generali Hong Kong

In 1981, Assicurazioni Generali S.p.A. was first registered as an authorised insurer in Hong Kong, with the business extending into the life insurance sector in 2016 with Generali Life (Hong Kong) Limited. With a combination of local knowledge and Generali Group's global expertise, we develop unique and innovative life insurance, general insurance, specialty insurance, and employee benefits solutions to meet the needs of our customers.

Generali Group

Generali is one of the largest global insurance and asset management providers. Established in 1831, it is present in over 50 countries in the world, with a total premium income of € 82.5 billion in 2023. With around 82,000 employees serving 70 million customers, the Group has a leading position in Europe and a growing presence in Asia and Latin America. At the heart of Generali's strategy is its Lifetime Partner commitment to customers, achieved through innovative and personalised solutions, best-in-class customer experience and its digitalised global distribution capabilities. The Group has fully embedded sustainability into all strategic choices, with the aim to create value for all stakeholders while building a fairer and more resilient society

Commented [AN1]: Latest boiler according to the press release shared by Group on 18 March 2024