

Best Bancassurance Partnership and Best Health Insurer



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Daisy Tsang
Chief Executive Officer,
HSBC Life Hong Kong and Macau

Best Bancassurance Partnership

As a leading life and health insurer in Hong Kong, it is no surprise that HSBC Life has garnered two prestigious awards: Best Bancassurance Partnership and Best Health Insurer.

The partnership between HSBC Life and its parent HSBC saw it take the Best Bancassurance Partnership Award for the second year in a row on the back of its provision of diverse solutions for various customer segments to meet their protection, education, retirement, wealth growth and legacy planning needs.

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The insurer was also able to grow its customer base by leveraging the bank’s network in 2024 with increased new-to-life customers and doubled its health and wellness members. Catering for the evolving customer needs, HSBC Life launched the HSBC Eminent Goal Multi-Currency Insurance Plan in January 2024 to help customers achieve long-term savings goals with flexibility by growing their capital in up to nine currency options.

Such a robust bancassurance model has secured HSBC Life the market leader position in New Business Premiums in Hong Kong for 3 consecutive years, as indicated by the Hong Kong Insurance Authority’s market statistics.

Best Health Insurer

The Best Health Insurer Award recognises HSBC Life’s dedication to helping customers embrace a healthy lifestyle via its customer-centric health and wellness propositions.

The insurer has responded to market needs with innovative solutions like HealthPass, a subscription-based membership scheme launched in Q1 2025, offering access to outpatient care services for as little as HK\$33 per month.

Additionally, HSBC Life strengthened its claims servicing capabilities by in-sourcing claim servicing operations and with advanced technology solutions to deliver better health outcomes and shorten the end-to-end claims process.

The expansion of the HSBC Life Care+ Medical Network to the Greater Bay Area further enhances customer experience, allowing for pre-approved medical expenses and cashless transactions at over 420 designated hospitals and medical institutions in mainland China, in addition to existing 3,000+ service outlets in Hong Kong and Macau.