

Life Insurer of the Year



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

Last year, HSBC Life Hong Kong maintained its position as the city's leading life insurance provider since 2022, so it should come as no surprise that it has won the Life Insurer of the Year award for the third consecutive year on account of its customer-centric business model that stresses financial inclusiveness and lifelong holistic wellness.

Its market leadership reached a major milestone in Q1 2025, where based on Insurance Authority data, HSBC Life wrote over HK\$20 billion (US\$2.56 billion) in new business premiums (NBP) – the first insurer locally to do so in a single quarter.

As of the latest industry statistics for H1 2025, HSBC Life retained its top position in the territory for annualised new premiums (ANP) and NBP, with market shares of 19.6% and 17.6% respectively. HSBC Life was also Hong Kong's leading bancassurer for ANP and NBP, with market shares of 42.8% and 32.5% respectively.

As for customer-centric solutions, HSBC Life introduced two new products – HSBC Infinite Wealth Insurance Plan and HSBC Bright Income Insurance Plan.

The former providing customers with an innovative wealth management solution that offers both long-term returns and new legacy planning features such as Contingent Guardianship and Enhanced Policy Split/Legacy Split Options, and the latter being a holistic package capable of fulfilling long-term savings, retirement planning, and legacy planning needs with value-added services to look after healthcare considerations.

HSBC Life empowers its customers to actively manage their wellbeing, and the insurer introduced an innovative HealthPass scheme in Q1 2025 that increased accessibility to quality medical services for its members. And through its HealthyLife digital platform, HSBC Life expanded customer support in prevention, treatment, claims, and post-healthcare support. New e-prescription arrangements created a seamless healthcare journey, delivering medications to customers' doorsteps within four hours.

HSBC also partnered with leading hospitals and healthcare providers to offer high-quality services and exceptional convenience exclusively to its customers, such as its Care+ Lounge at the China Shenzhen New Frontier United Family Hospital.

On the sustainability and ESG front, HSBC Life's gamified financial literacy platform, LIFE Talk, continued to make financial concepts more accessible and easily understandable in fun, rewarding ways.

A further sign of its commitment to client well-being was unveiled in Q3 2025, when HSBC Life launched its first Health and Wellness (Longevity) Centre at Hong Kong International Commerce Centre.

It gave customers access to services such as a 360 degree longevity assessment (physical analysis with InBody machine and evaluation of longevity-related biomarkers); pressurised oxygen delivery for healthy ageing through a mild hyperbaric oxygen chamber; traditional Chinese medicine for skin lifting and hair growth; and weight management with Emsculpt that helps by boosting muscle tone, strength and metabolism together with personalised recommendations for diet and exercise.

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