



中國品牌 | 永久承諾 | 全面保障

China Brand Name • Perpetual Promise • Comprehensive Protection



中國人壽保險(海外)股份有限公司
China Life Insurance (Overseas) Company Limited

目錄

CONTENTS

我們的團隊 OUR TEAM	2
我們的戰略 OUR STRATEGY	4
我們的架構 OUR STRUCTURE	6
我們的歷史 OUR HISTORY	8
我們的實力 OUR STRENGTH	10
我們的品牌 OUR BRAND	12
我們的服務 OUR SERVICES	14
我們的產品 OUR PRODUCTS	16
我們的榮譽 OUR AWARDS	18

企業宗旨 CORPORATE MISSION

穩健經營 誠信服務

以人為本 和諧發展

積極進取 開拓創新

Prudent Operation

Trustworthy Service

People-oriented Principle

Harmonious Development

Active Progression

Innovative Approach





我們的團隊

OUR TEAM

我們的管理團隊具備豐富的業務、營運、投資及管理經驗，富有創新精神、戰略遠見、善於捕捉市場機會。

Our management team is experienced and specialized in the fields of business, operations, investment and management; it also possesses an innovative spirit, a strategic vision, and abilities to capture market opportunities.

我們還擁有一支教育背景良好、具有國際專業技術資格、執行能力強的專業員工隊伍。

We also have a team of talented professionals with outstanding educational backgrounds, international professional and technical qualifications, and strong enforcement skills.

產品團隊

Product Development Team



觸覺敏銳、善於創新
Market-responsive and
Innovative

銷售團隊

Sales Team



誠信專業、熱情周到
Reliable and Professional,
Energetic and Thoughtful

營運團隊

Operations Team



以人為本、規範高效
People-oriented,
Standardized and Highly
Efficient

投資團隊

Investment Team



經驗豐富、睿智果斷
Experienced and Decisive

財務團隊

Finance Team



專業敬業、嚴謹細緻
Competent and
Responsible, Meticulous
and Detail-oriented

我們的戰略

OUR STRATEGY



戰略定位

Strategic Position

依托中國人壽的資源優勢，立足港澳、面向國際，以利潤增長和價值創造為核心，自我積累與收購擴張並舉，業務發展與投資管理並重，建成一個港澳市場上綜合實力領先的專業壽險公司，成為中國人壽拓展海外業務的國際視窗、優秀經營管理人才的鍛煉基地、先進技術和國際資訊的交流平臺、品牌形象的傳播紐帶。

We leverage on the excellent resources of China Life Insurance (Group) to establish a strong foothold in Hong Kong and Macau with global perspective. Our primary focus is in the enhancement of profits and creation of values for the company through organic growth, merger, and acquisition. In addition, we emphasize equally in business development and investment management with bases in Hong Kong and Macau.

We are undoubtedly dedicated in helping China Life to expand its business overseas. Besides being a training ground for our business management team, we also provide a global platform for the exchange of advanced techniques and information. With this, our worldwide corporate image can be established and promoted.

發展目標 Development Objective

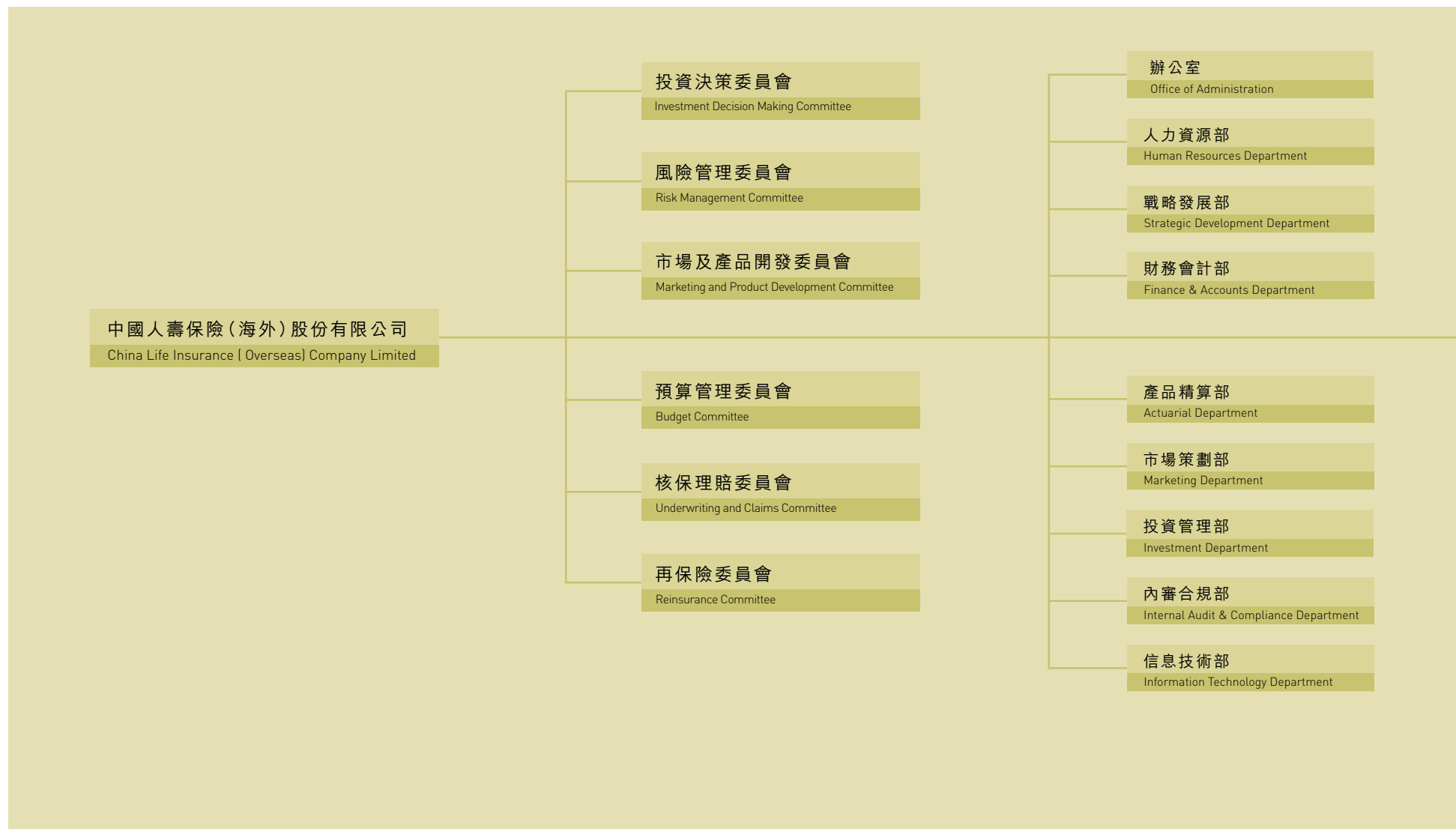
努力建設成為人才一流、技術先進、管治精細、發展穩健、效益顯著、品牌優良，在港澳市場上綜合實力領先的專業壽險公司。

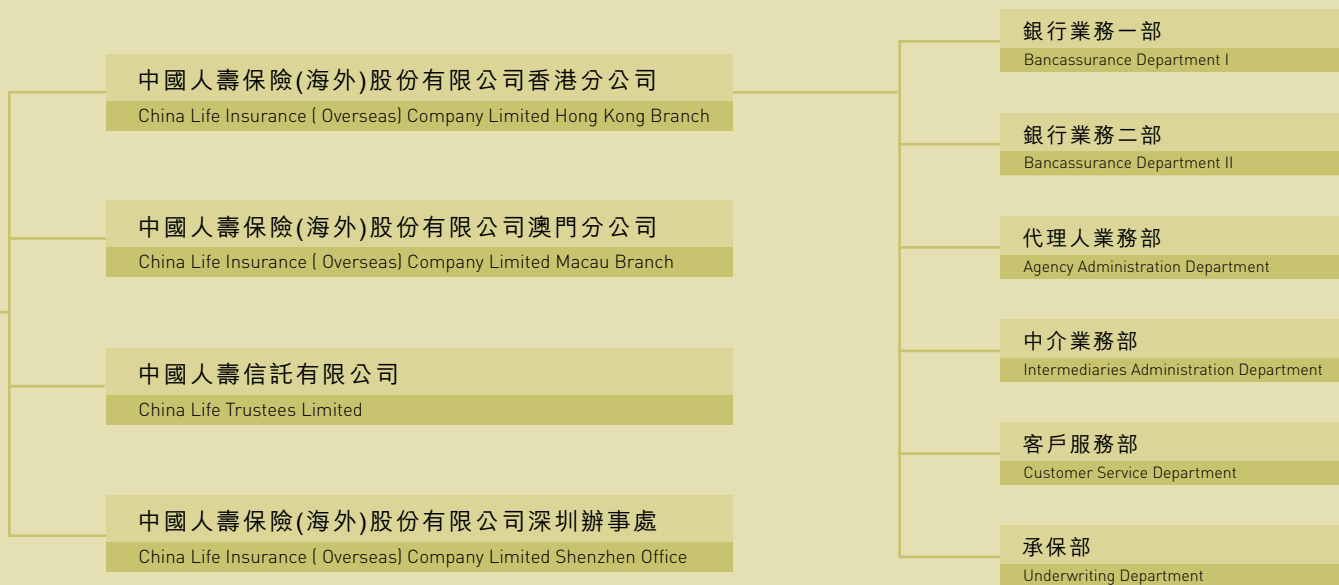
We will strive to become the premier insurance leader in Hong Kong and Macau distinguished by talented professionals, advanced technology, articulate team management, stable business growth, effective results, and recognizable brand name in the industry.



我們的架構

OUR STRUCTURE





我們的歷史

OUR HISTORY

我們母公司的前身誕生於1949年，是國內最早經營保險業務的企業之一，肩負著中國壽險業探索者和開拓者的重任，走過了長達半個多世紀的發展歷程，而中國人壽在海外的發展歷程則早在1984年就開始了。

Established in 1949, the predecessor of our parent company is one of the foremost insurers in China. With more than 50 years of experience and development, it undertakes the mission of being an explorer and trailblazer in China life insurance industry. Besides that China Life has begun to expand its business overseas since 1984.

1987

公司當選為香港華商人壽保險公會第二十四屆主席

Our company was elected as the 24th Chairman of Chinese Life Assurance Association of Hong Kong

1995

公司總資產達到10億港元

Our company's total assets reached HK\$1 billion



1986

開辦公積金服務，為香港市民提供優質的退休養老服務

Launched provident fund services, providing Hong Kong citizens with quality retirement and pension services

1992

全年壽險淨保費突破1億港元，並在灣仔購入辦公大樓

The net premium income of the year exceeded HK\$100 million; meanwhile our company acquired its own office building in Wanchai

1994

建立專業個人代理人隊伍

Professional agency teams were set up

1984

中國人壽保險股份有限公司香港分公司正式成立，民族壽險業踏上海外發展征途

China Life Insurance Company Limited Hong Kong Branch was officially established, embarking on the journey to expand its business overseas from domestic insurance market

1989

中國人壽保險股份有限公司澳門分公司成立

China Life Insurance Company Limited Macau Branch was established

1993

全年保費收入邁進香港十大壽險公司之列

The insurance premium income of the year was ranked among the top ten highest in Hong Kong



2003

公司更名為中國人壽保險（海外）股份有限公司

Our company was renamed as
China Life Insurance (Overseas) Company Limited

姊妹公司中國人壽保險股份有限公司
(2628.HK) 同時在香港、紐約掛牌上市

The sister company, China Life Insurance Company
Limited (2628.HK) was listed in Hong Kong and
New York simultaneously

1998

中國人壽信託有限公司成立

China Life Trustees Limited was established

1999

中國人壽信託有限公司獲政府批准並頒發「核准受託人證明書」，
成為香港法定 18 家強積金承辦商之一

With Government's approval and issuance of "Certificate of Approved
Trustee", China Life Trustees Limited became one of the 18 MPF
Approved Trustees in Hong Kong

2004

業務高速增长，新單保費列香港市場第 5 位

With rapid business growth, our company's new
business premium income was ranked No. 5 in
the Hong Kong market

2007

為更好服務港澳市場，公司總部從北京遷址深圳

In order to better serve the Hong Kong and Macau
markets, our company's headquarter was relocated
from Beijing to Shenzhen

2005

公司總資產達到 100 億港元

Our company's total assets reached
HK\$10 billion

2009

榮獲「資本中國傑出人壽保險公司」獎項

Our company was awarded "Capital
Outstanding China Enterprise Award:
Outstanding Insurance Corporation"

總資產值近 300 億港元

The total assets approached
HK\$30 billion

2008

資本金增至港幣 42 億元，公司總資產
超過港幣 230 億元，公司實力明顯增強

Our company's capital and total assets
increased to HK\$4.2 billion and more
than HK\$23 billion respectively. With this,
our company's economic strength was
enhanced tremendously

我們的實力

OUR STRENGTH

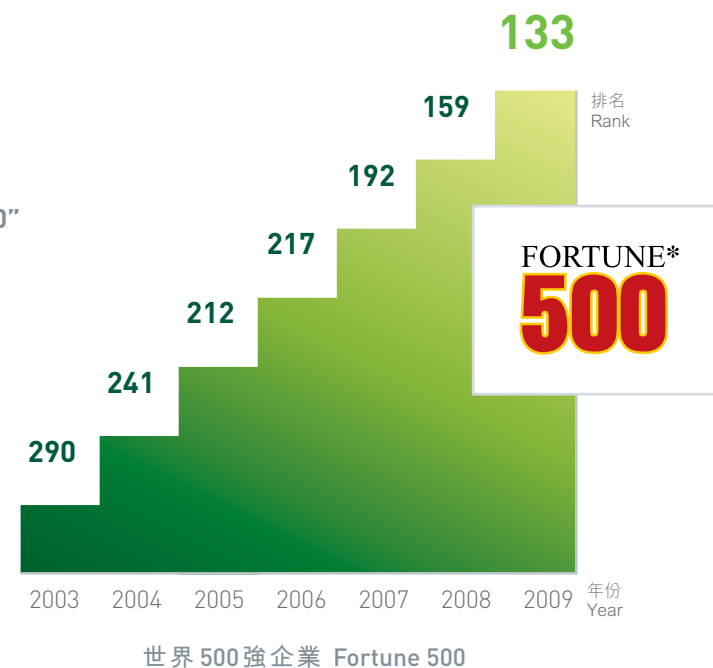
中國人壽 已連續七年入選《財富》

「世界500強企業」從2003年第290位上升至2009年第133位。

China Life Insurance (Group) Company has been selected as one of the “Fortune 500” announced by Fortune magazine for seven consecutive years, with its ranking raised from 290 in Year 2003 to 133 in Year 2009.

總資產規模達人民幣1.42萬億元，可運用資金超過人民幣1.1萬億元，業務規模佔國內壽險行業半壁江山。

With RMB 1.42 trillion of the total assets and over RMB 1.1 trillion of the working capital, the scale of business for China Life Insurance (Group) Company has already seized half of that for the entire China life insurance industry.



上市公司 (2628.HK) 總市
值在全球保險上市公司中

名列第一

根據福布斯所公佈 2008 年全球 2000
大上市公司排名。

According to the 2008 Forbes Global
2000, the market value of China Life
Insurance Company Limited (2628.HK)
ranked the first among all the public
listed insurance companies in the world.

中國人壽海外公司
China Life (Overseas) Insurance Company Limited

資本金
超逾
40億港元

Capital exceeding
HK\$4 billion

總資產
接近
300億港元

Total assets
approaching
HK\$30 billion

償付能力
居香港
市場前列

Solvency ratio
ranking high in
the Hong Kong
market

我們的品牌

OUR BRAND

品牌戰略
Brand Strategy

三個轉變
Three Transitions

行業品牌
INDUSTRIAL BRAND

國內品牌
DOMESTIC BRAND

知名品牌
WELL-KNOWN BRAND

社會品牌
SOCIAL BRAND

國際品牌
INTERNATIONAL BRAND

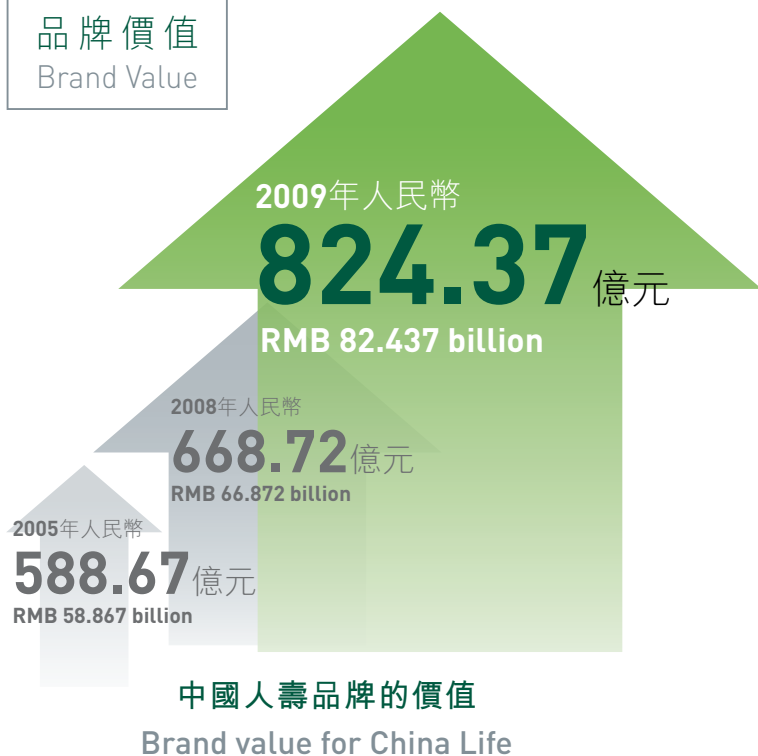
傑出品牌
OUTSTANDING BRAND

轉變

TRANSITION



品牌價值 Brand Value



來源：世界品牌實驗室和世界經理人週刊聯合主辦的「中國500最具價值品牌排行榜」
Data Source: "Top 500 Most Valuable Brands in China" jointly announced by the World Brand Laboratory and the World Executive Weekly.

品牌形象 Brand Image

- 中國人壽全球形象代言人 — 姚明
Global Ambassador for China Life Insurance - Yao Ming
- 神州六號、神州七號航天員獨家保險提供商
Exclusive insurance provider for the astronauts of Shenzhou VI and Shenzhou VII
- 中國保險業最受信賴保險公司
"Most Reliable Life Insurer of China Insurance Industry"
- 中華慈善獎 — 最具愛心內資企業
Possessor of "China Charity Award - Domestic Enterprise with Greatest Love"

要投就投
中國人壽!



我們的服務

OUR SERVICES

我們秉承「**客戶第一 服務至上**」宗旨，透過多種渠道、多種方式為客戶提供熱誠、規範、準確、便捷的服務。

Pursuant to the principle of "**Customer First, Premier Service**", we strive to provide our customers with passionate, standardized, accurate and efficient services through multiple channels and various means.

服務熱線 Customer Service Hotline : **(852) 2835 0252 / (853)2878 7288**

客戶服務中心
Customer Service Centre



網絡服務
Company Website

www.chinalife.com.hk

個人理財顧問
Professional Agency
Teams



特約銀行代理機構
Bank Sales Network

經紀代理合作夥伴
Agent/Broker
Partnership



在線諮詢
Online Enquiry

遍及全國的中國人壽
服務網絡的支持



China Life's service
network support spreads
over the Mainland China

我們的產品

OUR PRODUCTS

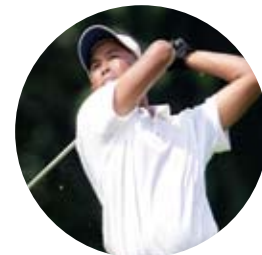


精彩人生

終身系列 Wonderful Life Series

將您的「終身大事」托付予中國人壽終身系列產品，您將擁有自己的「精彩人生」，實現所有的精彩夢想。主要計劃有：彩虹歲月、盈滿寶、無憂歲月、美滿寶、安閒歲月、富盈終身分紅、終身分紅十八等終身保險計劃。

Committing yourself to China Life's "Wonderful Life Series" plans can enrich your life and realize your colorful dreams. For this, we offer "Rainbow Age Whole Life Plan", "Supreme Wealth Whole Life Plan", "Peaceful Age Whole Life Plan", "Perfect Wealth Whole Life Plan", "Relaxful Age Insurance Plan", "Prosperous Life Insurance Plan", "China Life 18-Pay Whole Life Insurance Plan", and so on.



息彩人生

儲蓄系列 Colourful Life Series

選擇「息彩人生」，您儲蓄的不僅是您的資產，更是信任；我們付出的則不僅是回報，更是關愛。主要計劃有：益壽豐年、息彩十二、退休儲蓄 65 等保險計劃。



Choose our "Colourful Life Series" plans make you recognize that what you save is not only your asset but also your trust to us; what we give is not only return but also our caring love to you. For this, we offer "Long Life and Harvest Year Plan", "6-Year Pay 12-Year Saving Plan", "Endowment 65" and so on.

健康人生

健康系列 Healthy Life Series

身體健康為所有依歸，保障生命、護養形體就是生理健康的基礎，選擇「健康人生」系列將滿足您所有的健康需求。主要計劃有：衛你明天、關愛一生、時代女性等健康保障計劃。

Good Health is everything. Protecting your life and maintaining yourself in a good shape are the two essential fundamental elements to build a healthy body. Our "Healthy Life Series" plans can definitely fulfill your desire for the physical well-being. For this, we offer "Safeguard Tomorrow Insurance Plan", "I Care Medical Insurance Plan", "IN Lady Protection Plan" and so on.



燦爛人生

兒童系列 Brightful Life Series

都說孩子是世界的未來，可孩子的未來要靠父母從小來規劃。「燦爛人生」系列產品將為您的孩子打造七彩童年，開啟「燦爛人生」。主要計劃有：燦爛人生、美好十八等保險計劃。



Children are our future, yet children's future always relies on the plans their parents work for them since they are little. To offer your children a brilliant childhood and sparkling life, our "Brightful Life Series" plans are definitely your just option. For this, we offer "Brighter Life Insurance Plan", "Prosperous 18 Education Saving Plan" and so on.

團體保險 Group Insurance

按不同的公司 / 團體的要求，度身訂做團體壽險及醫療保險。

Our group life and medical insurance plans are tailor-made to meet the requirements of different companies and groups.



團體保險
GROUP
INSURANCE

強 / 公積金計劃 MPF / ORSO Schemes

中國人壽信託有限公司夥同多位卓越的環球投資經理，為您提供優質的服務及爭取理想的回報。



China Life Trustees Limited works together with various outstanding global investment managers to provide you with quality service and strive for ideal returns.

我們的榮譽

OUR AWARDS



- 🏆 連續7年入選美國《財富》雜誌「世界500強企業」
- 🏆 連續兩年入選世界品牌實驗室「世界品牌500強」
- 🏆 連續兩年蟬聯全國最喜愛品牌「信譽企業」第一名
- 🏆 連續5年榮獲「中國保險業最受信賴保險公司」
- 🏆 被《歐洲貨幣》選為「2008年亞洲最佳保險公司獎」、
「2008年中國最佳保險公司獎」
- 🏆 《金融亞洲》頒發的「最佳公司治理獎」
- 🏆 香港上市公司商會 (CHKLC) 與香港浸會大學公司管治與
金融政策研究中心 (CCGFP) 頒發的「最佳公司管治大獎」
- 🏆 中國慈善領域最高政府獎項
「中華慈善獎 — 最具愛心內資企業」
- 🏆 中國紅十字會頒發的「中國紅十字勳章」
- 🏆 中國人壽保險股份有限公司 (2628.HK) 獲得標準普爾「A+」、
穆迪「A1」、惠譽國際「A+」的評級 (2009年1月)
- 🏆 中國人壽海外公司榮獲「資本中國傑出人壽保險公司」獎項

- 🏆 "Fortune 500" selected by US Fortune magazine for 7 consecutive years
- 🏆 "Top 500 Brands in the World" selected by the World Brand Laboratory for
2 consecutive years
- 🏆 "Most Favorable Enterprise with Good Credibility" for 2 consecutive years
- 🏆 "Most Reliable Life Insurer of China Insurance Industry" for 5 consecutive years
- 🏆 "2008 Asia Best Insurance Company" and "2008 China Best Insurance Company"
awarded by the Euromoney magazine
- 🏆 "Best Corporate Governance" awarded by FinanceAsia
- 🏆 "Best Corporate Governance Disclosure Award" presented by the Chamber of Hong Kong
Listed Companies (CHKLC) and the Center for Corporate Governance and Financial Policy
(CCGFP) of the Hong Kong Baptist University
- 🏆 "China Charity Award - Domestic Enterprise with Greatest Love", the highest charity award
from the government
- 🏆 "China Red Cross Medal" presented by China Red Cross Foundation
- 🏆 Credit ratings of "A+" from Standard and Poor's, "A1" from Moody's, and "A+" from Fitch
Ratings granted to China Life Insurance Company Limited (2628.HK) – as of January 2009
- 🏆 "CAPITAL Outstanding China Enterprise Award - Outstanding Insurance Corporation"
granted to China Life Insurance (Overseas) Company Limited



相知多年
值得托付

相知多年 ■ 值得托付

A COMPANION FOR YEARS | A PROMISE FOR LIFE



中國人壽保險(海外)股份有限公司
China Life Insurance (Overseas) Company Limited

香港灣仔軒尼詩道313號中國人壽大廈22字樓 22/F, CLI Building, 313 Hennessy Road, Wanchai, Hong Kong

總機 Telephone : **(852) 2545 8111** | 強積金查詢熱線 MPF Hotline : **(852) 2893 6035** | 客戶服務熱線 Customer Service Hotline : **(852) 2835 0252 / (853) 2878 7288**

傳真號碼 Facsimile : **(852) 2544 4395** | 電子郵箱 Email : **Info@chinalife.com.hk** | 網址 Website : **www.chinalife.com.hk**