

HKT launches Club Insurance in collaboration with FWD

HKT (SEHK: 6823) – HONG KONG, June 9, 2021 – HKT’s loyalty program and digital ventures arm, The Club, has become the first loyalty program in Hong Kong to tap into new opportunities in the insurance market through a brand-new direct-to-consumer insurance online platform – Club Insurance[#], with leading insurance solutions provided by award-winning insurance company FWD Hong Kong (FWD), in order to drive significant growth for the loyalty business.



At Club Insurance, we take your well-being to heart. Discover a wide range of insurance plans. From medical plans, to home coverage, to travel protection—and more. Get the right solutions that suit your needs at every stage of life.



Club Insurance offers an advanced experience where everyone in Hong Kong can conveniently apply for insurance products, submit information for claims, and even process claims online on the Club Insurance website anytime. Customers can currently find a range of protection products from categories such as Gadget & Appliance, Health, and Travel. The Club members can earn Clubpoints through the successful application of designated Club Insurance products, which can be redeemed for Club Shopping e-vouchers or other fabulous rewards such as the Now E EURO pass and Apple Watch*.

From now till September 30, 2021, The Club members can register for a free 12-month COVID-19 vaccination protection plan** through Club Insurance. (For details, please refer to insurance.theclub.com.hk). Also in promoting the wellbeing of Club members, those who successfully apply for designated health protection plans can enjoy a 360-day experience pass of the new Club Wellbeing app where users can earn up to 18,000 Clubpoints during the 360-day period. The Clubpoints earned can be redeemed for Club Shopping e-vouchers* of up to HK\$3,600 in value.

cont'd...

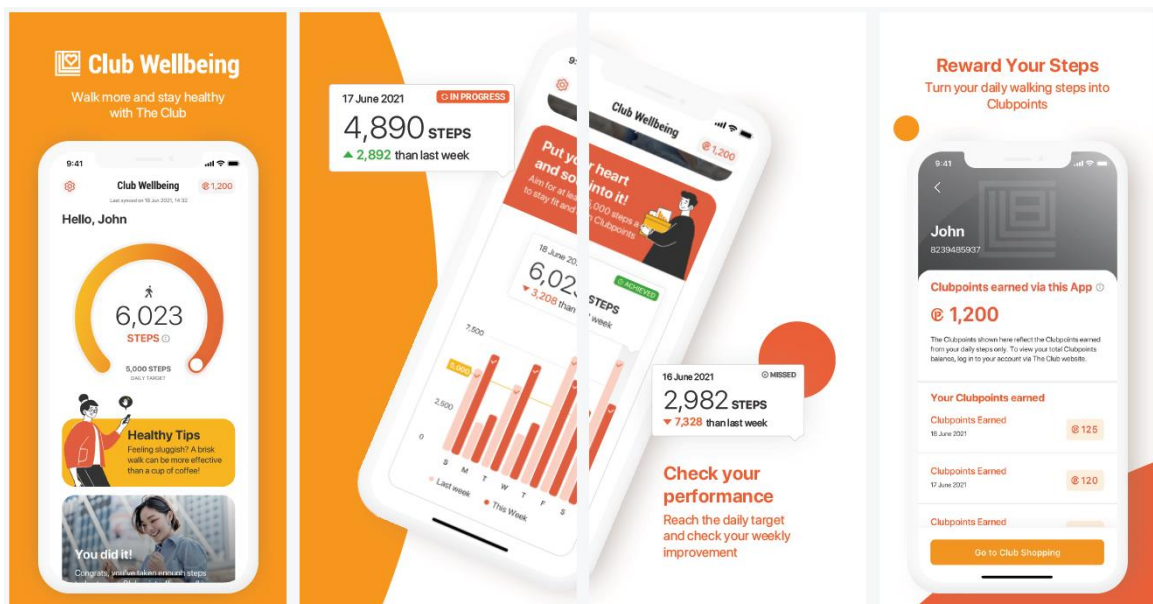
Mr. Alan Tsui, CEO of HKT's Loyalty, Digital and Analytics division, said, "This collaboration combines our market reach and retention expertise with FWD's wide variety of products to incorporate insurance into our loyalty and digital ecosystem. Club Insurance plays a key role in The Club's focus on wellness and rewarding our members for healthy living. This includes our Club Wellbeing app that turns daily activities into Clubpoints, and also a series of mindfulness video content motivating mental wellbeing to be available at The Club's Youtube channel."

Mr. Ken Lau, FWD Managing Director of Greater China and Hong Kong Chief Executive Officer said, "We're excited to partner with HKT to launch Club Insurance as it enables us to engage with a more diverse range of people across our city and show them our passion and unique approach to insurance. We strive to deliver unparalleled and positive customer experiences and I'm confident Club Insurance will be another platform that brings our vision of changing the way people feel about insurance to life."

Stay healthy with Club Wellbeing app

As a special privilege for The Club members, The Club will launch the Club Wellbeing app in July. The app allows members to track their steps and earn 50 Clubpoints for walking 5,000 steps every day. The daily target is reachable for the majority of Hong Kong people in different walks of life, while meaningfully rewarding members for leading a more active lifestyle. Members who log in to the Wellbeing app on or before July 31, 2021, are eligible for a 30-day trial period, during which they can earn up to 1,500 Clubpoints[^] that can be redeemed for a \$300 Club Shopping e-voucher*.

If members wish to continue using the app after the trial period ends, they will need to successfully apply for designated health protection plans from Club Insurance to extend their usage period by another 360 days.



(Screen captures for reference only)

With the Clubpoints earned from the Club Wellbeing app, members are encouraged to explore Club Shopping's expanding health and personal care products, which include newly added brands such as Fitbit, CATALO, Green Common, Comvita and DHC that can help our members to be well rested, exercise ready, and live healthy.

For more information about Club Insurance, please visit insurance.theclub.com.hk or call the Club Insurance hotline on +852 183 3018.

- # -

- # Club Insurance is an authorized insurance agency operated by HKT Financial Services (IA) Limited (HKTIA)
- * Subject to the latest Clubpoints to Rewards conversion rate and while stocks last. Terms and Conditions apply.
- ** The 12-month COVID-19 vaccination protection is arranged by Club Insurance / HKTIA and underwritten by FWD General Insurance Company Limited. Club Insurance/HKTIA is the policyholder of the relevant protection policy. The Club, Club HKT Limited and HKT are not providing any regulated advice, arranging for any contract of insurance or otherwise carrying on any regulated activities under the Insurance Ordinance in connection with such protection.
- ^ The Clubpoints to be given out during the promotion period are limited. Club HKT Limited shall have the right to terminate or suspend this promotion and stop distributing Clubpoints without prior notice.

About HKT

HKT (SEHK: 6823) is Hong Kong's premier telecommunications service provider and a leading innovator. Its fixed-line, broadband, mobile communication and media entertainment services offer a unique quadruple-play experience. HKT meets the needs of the Hong Kong public and local and international businesses with a wide range of services including local telephony, local data and broadband, international telecommunications, mobile, media entertainment, enterprise solutions and other telecommunications businesses such as customer premises equipment sales, outsourcing, consulting and contact centers.

HKT is the first local mobile operator to launch a true 5G network with differentiated value-added services. Backed by its substantial holding of 5G spectrum across all bands and a robust and extensive fiber backhaul infrastructure, HKT is committed to providing comprehensive 5G network coverage across the city.

HKT delivers end-to-end integrated solutions employing emerging technologies such as 5G, cloud computing, Internet of Things (IoT) and artificial intelligence (AI) to accelerate the digital transformation of enterprises and contribute to Hong Kong's development into a smart city.

Riding on its massive loyal customer base, HKT has also built a digital ecosystem integrating its loyalty program, e-commerce, travel, insurance, FinTech and HealthTech services. The ecosystem deepens HKT's relationship with its customers thereby enhancing customer retention and engagement.

For more information, please visit www.hkt.com.

About The Club

The Club is HKT's customer loyalty program and digital ventures arm. Anyone can join the program for free and enjoy the rewards, privileges, and services such as online shopping, travel, wellbeing, and CSR. Members can earn Clubpoints from spending through The Club's digital services, designated HKT affiliate services, or partnered merchants. Clubpoints can be used to redeem rewards or deduct spending on the various The Club digital services. For more information about The Club, please visit theclub.com.hk or call The Club hotline at +852 183 3000.

About Club Insurance

Club Insurance is one of the service brands operated by HKT Financial Services (IA) Limited ("HKTIA"), a wholly owned subsidiary of HKT Limited (HKT Limited is a company incorporated in the Cayman Islands with limited liability). HKTIA is registered with the Insurance Authority of Hong Kong ("IA") as a licensed insurance agency (Licensed insurance Agency License No. FA2472) and acts as an appointed licensed insurance agency for FWD Life Insurance Company (Bermuda) Limited (incorporated in Bermuda with limited liability) and FWD General Insurance Company Limited to arrange for a wide range of insurance products and services. For more information about Club Insurance, please visit insurance.theclub.com.hk.

About FWD Hong Kong & Macau

FWD Hong Kong & Macau is part of the FWD Group, the primary insurance business of investment group, Pacific Century Group. FWD Group spans 10 markets in Asia including Hong Kong SAR & Macau SAR, Thailand, Indonesia, the Philippines, Singapore, Vietnam, Japan, Malaysia and Cambodia.

FWD Hong Kong has been assigned strong financial ratings by international agencies. It offers life and medical insurance, general insurance, employee benefits, and financial planning. FWD Macau provides a suite of life and medical insurance.

FWD is focused on creating fresh customer experiences and making the insurance journey simpler, faster and smoother, with innovative propositions and easy-to-understand products, supported by digital technology. Through this customer-led approach, FWD aims to be a leading pan-Asian insurer by changing the way people feel about insurance.

For more information about FWD Hong Kong & Macau please visit www.fwd.com.hk and www.fwd.com.mo.

For media inquiries, please call:

HKT

Stella Wong
Group Communications
Tel: +852 2888 2253
Email: stella.wm.wong@pccw.com

FWD Hong Kong

Liza Wong
Tel: +852 2850 3986
Email: liza.wong@fwd.com

Issued by HKT Limited and FWD Hong Kong.

HKT Limited is a company incorporated in the Cayman Islands with limited liability.