



恒生保險
HANG SENG INSURANCE

Side by side through every chapter of life

Meet changing times with confidence





Hang Seng Insurance

Together, we build the future you dream of.

Hang Seng Insurance is dedicated to crafting bespoke solutions that empower you at every stage of life, encompassing your diverse needs with precision.

A message from our CEO



At Hang Seng Insurance, we are guided by a customer-centric philosophy and a deep-seated commitment to the family values that matter most to you. With a core focus on wealth management and protection, we are dedicated to being your trusted partner through every journey of life.

We offer innovative wealth management product suites and protection portfolios designed with high flexibility to meet the evolving needs of families at every stage—from personal growth and home ownership to parenthood and a secure retirement. By seamlessly integrating digital innovation with professional advisory, we ensure our services are as intuitive as they are immediate.

In synergy with Hang Seng Bank, we provide one-stop support and solutions through our branches, digital platforms, and diverse community initiatives.

No matter how the environment evolves, our steadfast commitment to safeguarding every home remains constant.

Sincerely yours,

Winnie Ching
Chief Executive Officer,
Hang Seng Insurance Company Limited

Timeless Legacy, Distinguished Expertise



Building on the long-standing heritage and expansive network of the HSBC Group, Hang Seng Insurance is deeply rooted in Hong Kong with a solid foundation, dedicated to growing a diversified portfolio of insurance services.

Leveraging our expert team and innovative spirit, we provide bespoke wealth management and legacy planning for every high-net-worth and ultra-high-net-worth client, ensuring that every detail is executed with seamless precision. Our comprehensive protection solutions are designed to support you in achieving your goals throughout every stage of life.

Leadership in the Asia-Pacific Region

As a cornerstone of the insurance industry in Asia, Hang Seng Insurance has earned numerous accolades, transforming our professional expertise into the strength that protects you:

- Significant growth in new business premiums for high-net-worth sector from 2022 to 2025.
- Serving over 390,000 customers (as of 30 April 2026), delivering insurance solutions through Hang Seng Bank's retail, private, and commercial banking networks
- Awarded by prestigious authorities for our professional insurance products, including "The Hong Kong Insurance Awards 2025" – Winner of the "Most Innovative Product/Service Award – Wealth" and Top 3 in both the "Excellence in Customer Acquisition and Engagement Award" and the "Outstanding Digital Marketing Campaign Award" (organised by the Hong Kong Federation of Insurers and co-organised by the South China Morning Post). "Financial Institutions 2025" – Winner of the "Bancassurer of the Year – Outstanding" and the "Digital Marketing (Service) – Excellence" (organized by Bloomberg Businessweek/Chinese Edition).¹

Hang Seng Insurance

AA-²

Global Rating by **S&P**

Trusted Financial Strength

We understand that your peace of mind is invaluable. With our exceptional credit ratings and extraordinary risk-bearing capacity, Hang Seng Insurance possesses a solid core competitive advantage—steadfastly safeguarding your wealth legacy, and passing on love and responsibility for generations to come.

¹ Source: <https://www.bbwhkevent.com/fi2025>

² Source: <https://www.spglobal.com/ratings/en/regulatory/article/-/view/sourceid/101654492>

Sustaining Wealth Value in an Ever-Changing Market

In an era of interest rate fluctuations and heightening market uncertainty, having the flexibility in wealth planning has never been more vital. Wealth is continuously flowing across borders and generations.

By 2030, the Asia-Pacific region is expected to witness a massive wave of wealth transfer totaling USD 5.8 trillion among high-net-worth and ultra-high-net-worth families. This foreseeable transition presents immense opportunities for safeguarding family assets and business succession for future generations, while also bringing intricate challenges³.

Amidst market volatility and geopolitical shifts, establishing a robust wealth structure has become your top priority as a high-net-worth client, ensuring the long-term stability and value of your assets.

Strategic Wealth Vision: Bridging the Gap Between Legacy Planning and Implementation

In the realm of asset succession, while life insurance is highly regarded, a lack of comprehensive planning leaves billions in assets exposed to the threats of uncertainty.

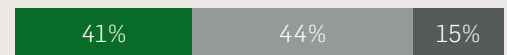
According to HSBC Group's The HSBC Life HNW Legacy Planning Report 2026⁴, nearly three-quarters of HNW respondents deeply recognize the value of insurance; however, the conversion of this intent into concrete action remains low. Currently, only about 40% of Global respondents have implemented specific legacy plans, while Hong Kong high-net-worth individuals are hesitant to formalize plans, only 26% have a formal plan, highlighting a significant gap in realizing their intent within the market.

Addressing this gap early not only ensures the robust transfer of wealth but also allows you to seize the value-enhancement opportunities that come with proactive planning.

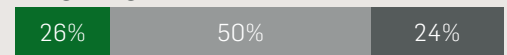
The legacy planning journey

- Have a formal plan
- Starting to plan
- Thinking about plan

Global



Hong Kong



Source:
HSBC Holdings plc – HSBC Life HNW Legacy Planning
Report 2026

³ Source: McKinsey – Asia-Pacific's family office boom: Opportunity knocks | McKinsey

⁴ Source: HSBC Holdings plc – HSBC Life HNW Legacy Planning Report 2026, <https://www.life.hsbc.com/our-business/hsbc-life-high-net-worth>



Advancing with Times

Tailored Wealth Strategies for Personal and Business Clients

Hang Seng Insurance offers a wide array of flexible and comprehensive solutions to help you navigate across borders, generations, and diverse life stages, achieving wealth preservation, growth, and all-round protection:

- Legacy and Wealth Transfer
- Wealth Accumulation and Liquidity Management
- Enhanced Life and Critical Illness Protection
- Business Continuation Strategies



Life Insurance Emerges as the Core of Succession Planning, Outperforming Wills and Trusts

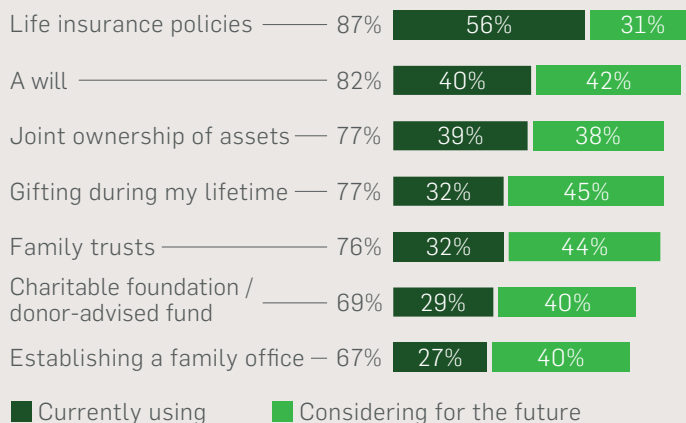
Amid an increasingly volatile global economy, life insurance has emerged as the strategic centrepiece of intergenerational wealth transfer.

According to The HSBC Life HNW Legacy Planning Report 2026, recognition of insurance has surpassed traditional tools such as wills and trusts, primarily because it provides a more efficient, flexible, and prudent mechanism for transferring wealth.

By combining asset protection with growth potential, life insurance addresses complex succession needs with precision. High-net-worth respondents place great importance on the key attributes of insurance: 73% value the certainty of claims payouts, while 77% regard privacy as the core advantage of wealth succession⁵.

Life insurance reigns supreme

Life insurance has become even more important than a will for legacy planning purposes



Source: HSBC Holdings plc – HSBC Life HNW Legacy Planning Report 2026



Continuous Planning, Managing Legacy Concerns

Hong Kong and global markets show broadly consistent views on the barriers to succession stability, which fall into two main categories: internal and external factors.

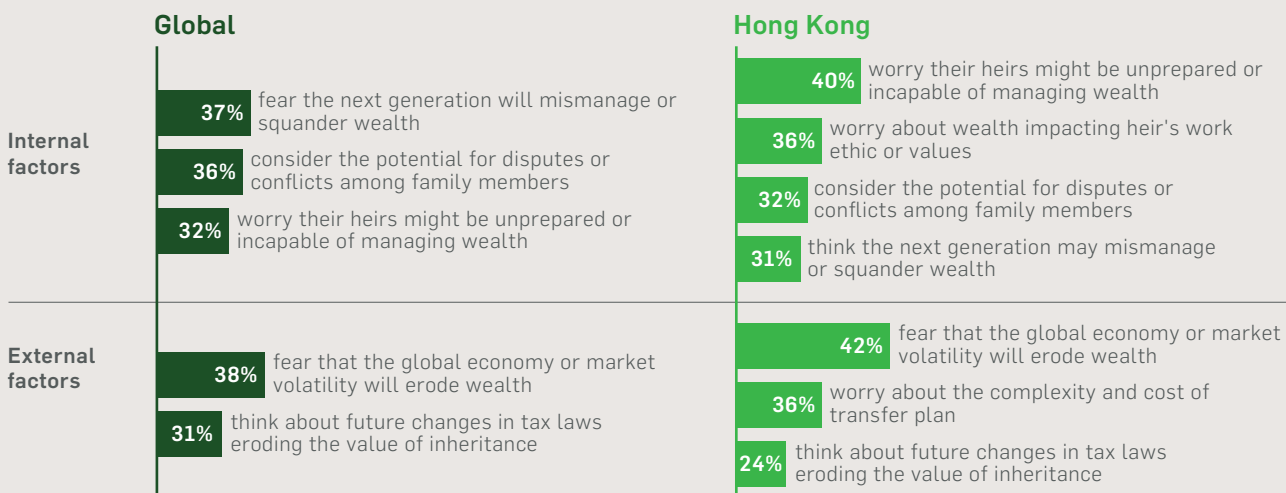
Internal factors

Internal factors centre on the “next generation/heirs” and “family dynamics”: there’s a common concern that heirs may not be fully prepared or capable of managing wealth, that the next generation may mismanage or even squander assets, and that succession arrangements could trigger disputes or conflict among family members. Some also worry that wealth could influence heirs’ values and life choices.

External factors

External factors are led by the shared concern that “global economic and market volatility” could erode wealth, followed by the “complexity and cost of succession/transfer arrangements”, and “potential future tax changes” that may affect asset values and the overall value of the succession plan.

Concerns of legacy stability based on internal and external factors



Source: HSBC Holdings plc – HSBC Life HNW Legacy PlanningReport 2026

Protecting Your Loved Ones Securing Your Future

■ Legacy Planning and Wealth Transfer

Insurance serves as an important tool for fostering intergenerational harmony and enabling asset succession. Leveraging our profound expertise in legacy planning, Hang Seng Insurance is dedicated to optimising asset transfer pathways, ensuring the continuity of family enterprises and the enduring preservation of core values and love across generations.

■ Balanced Asset Allocation — Principles of a Fair Inheritance

When family wealth is predominantly tied to family business, achieving a balanced distribution among heirs is often critical. Hang Seng Insurance addresses liquidity needs through tailored solutions, ensuring each successor receives a fair share of assets without disrupting business operations, thereby facilitating a smooth and stable transition.

■ Intergenerational Succession Planning — Strengthening Long-Term Family Prosperity

To give you full autonomy in succession planning, we offer flexible options to change the life insured and transfer policy ownership, ensuring the policy passes seamlessly to the next generation. This represents more than just a transfer of wealth—it is about establishing a lasting financial foundation that flourishes across generations.



Life Protection

Life insurance is more than a robust safeguard against unforeseen risks; it is a vital instrument for strengthening family financial resilience. Today's sophisticated policy structures offer policyholders flexible premium options, wealth accumulation potential, and diversified benefits. By integrating death benefit payouts with scheduled annuity withdrawal options, insurance effectively enhances liquidity management. This strategic balance of protection and flexibility makes it an indispensable cornerstone of long-term financial planning.



Critical Illness Insurance

Facing the challenges of a sudden critical illness, a forward-looking financial blueprint requires more comprehensive protection.



Securing a Sustainable Future for Your Business

Business Succession and Continuity

To address the strategic needs of business owners, Hang Seng Insurance provides solutions that safeguard operations and empower ongoing development:

- **Key Person Protection:**
Ensures financial stability and business continuity, enabling seamless operations even when core members face unexpected crises.
- **Business Loan Protection:**
Key person protection helps strengthen financial resilience, thereby safeguarding your credit record, mitigating the impact of loan-related liabilities on business continuity.
- **Buy-Sell Agreement:**
Facilitates the seamless transition of shareholding in the event of a shareholder's death or permanent disability, thereby guaranteeing the continuity of corporate ownership.
- **Talent Retention Solutions:**
Incentivizes and secures top-tier talent through strategic insurance-funded bonus arrangements.





Q & A

How can I build intergenerational wealth transfer without compromising core capital?

A sophisticated life insurance plan supports steady asset growth while providing a robust asset protection mechanism. With meticulous succession planning, you can ensure family wealth is transferred intact—protecting the scale of core assets from erosion while steadfastly passing on your wealth foundation to the next generation. We also recommend regular reviews and dynamic adjustments to ensure the plan remains aligned with evolving family dynamics and market trends.

How can I mitigate the risk of legal challenges or inheritance disputes in my succession plan?

Generally, life insurance claims are highly certain and less prone to disputes than a will. This heightened privacy helps ensure your succession wishes are implemented with precision and smoothness.

How can I ensure my succession plan remains flexible and integrates seamlessly with existing trust or corporate structures?

We can deeply align policy designs with your family trust, corporate shareholdings, and existing legacy arrangements. At the same time, policy designs can be flexibly adjusted in response to changes in family composition or asset allocation, ensuring perfect alignment with your overall wealth blueprint.

How can I achieve equitable distribution of a business-centric estate among children or beneficiaries?

Life insurance provides immediate liquidity, enabling you to balance inheritance entitlements through cash payouts without the need to sell or liquidate business equity—thereby achieving the full succession of the family enterprise and equitable distribution among children.

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