

For Immediate Release

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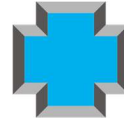
Public Bank and Blue Cross Signed Agreement on Bancassurance Partnership

Hong Kong – Public Bank (Hong Kong) Limited (“Public Bank”) and Blue Cross (Asia-Pacific) Insurance Limited (“Blue Cross”) announced that they have entered into a bancassurance agreement. Customers of Public Bank will be provided a selection of two Blue Cross’s insurance products “TravelSafe Plus” and “HomeSafe Protection Insurance” through the Public Bank’s website.

Rooted in Hong Kong for decades, Public Bank and Blue Cross share a common vision of providing innovative, high-quality solutions and services to customers. Blue Cross has rich experience in general insurance and has a leading digital platform to provide a fast, safe and reliable insurance service experience. This bancassurance partnership combines the huge resources, industry expertise and service network of both parties, and will surely exert synergy to provide customers with a more timely, convenient and comprehensive living protection.



Mr Chong Yam Kiang, Executive Director & Chief Executive of Public Bank (Hong Kong) Limited(Left) and Ms Bonnie Tse, Chief Executive Officer of Blue Cross (Asia-Pacific) Insurance Limited(Right) celebrated the launch of the strategic bancassurance partnership.



Disclaimers:

- Public Bank, being registered with the Insurance Authority as a licensed insurance agency, is an appointed insurance agent by Blue Cross.
- This press release is for distribution in Hong Kong only. The distribution of this press release is not and shall not be construed as an offer to sell or a solicitation to buy or a provision of any insurance product.
- Blue Cross is a subsidiary of AIA Group Limited. It is not affiliated with or related in any way to Blue Cross and Blue Shield Association or any of its affiliates or licensees.
- Concerned insurance products are only issued and underwritten by Blue Cross. Blue Cross is authorized and regulated by the Insurance Authority to carry out general insurance business in Hong Kong, and Blue Cross will be responsible for providing insurance cover and handling claims under their respective policies. Public Bank is a distributor and not the issuer of insurance products. The specific details, terms and conditions applicable to the concerned insurance plans are set out in the respective insurance policies to be issued by Blue Cross. In respect of an eligible dispute, as defined in the terms of reference for the Financial Dispute Resolution Centre (“FDRC”) in relation to the Financial Dispute Resolution Scheme (please refer to the official website of the FDRC at <http://www.fdc.org.hk> for details), arising between Public Bank and the applicant of the insurance plan above out of selling process or processing of the related transaction, Public Bank is required to enter into a Financial Dispute Resolution Scheme process with the applicant. However, any dispute over the contractual terms of the insurance plan above, should be resolved between directly between Blue Cross and the applicant.
- All insurance applications are subject to the Blue Cross’s underwriting and acceptance.
- You are reminded to carefully review the relevant product materials provided to you and seek independent advice if necessary.
- In case of discrepancy between the English and Chinese versions, the English version shall always prevail.

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Public Bank (Hong Kong) Limited

Public Bank (Hong Kong) Limited is a commercial bank registered under the Banking Ordinance of Hong Kong and under the supervision of the Hong Kong Monetary Authority.

Blue Cross (Asia-Pacific) Insurance Limited

Blue Cross (Asia-Pacific) Insurance Limited (“Blue Cross”) is a subsidiary of AIA Group Limited. With over 50 years of operational experience in the insurance industry, Blue Cross provides a comprehensive range of products and services including medical, travel and general insurance, which cater to the needs of both individual and corporate customers. Blue Cross distributes its products through various channels, including AIA agency force, online platform, direct sales, insurance agents and brokers, as well as travel agencies.

In 2023, Blue Cross is assigned financial strength rating of A+ (stable outlook) and issuer credit rating of A+ (stable outlook) by S&P Global Ratings.

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