
Cigna Hong Kong launches HealthSecure Protection Booster

*Comprehensive critical illness coverage with various plan levels for flexible budgeting
Guaranteed step-up protection of up to 400% of original sum insured depending on plan level without further underwriting*

HONG KONG – January 3, 2017 Cigna Worldwide General Insurance Company Limited (“Cigna Hong Kong”) has launched “**Cigna HealthSecure Protection Booster**”, a new product that offers critical illness protection to customers throughout their every life stages. Taking into account customers’ health protection and financial needs as they age, the sum insured increases by HK\$500,000 every five years, up to 400% of the original sum insured depending on the plan level. By joining the plan early in life, customers can enjoy peace of mind and guaranteed protection without further underwriting.

According to the Centre for Health Protection of the Department of Health¹, critical illnesses such as cancer, stroke, heart diseases and dementia together made up 53% of the leading causes of death in 2015 in Hong Kong. In addition, report from the Hong Kong Cancer Registry, Hospital Authority² indicated that the risk of critical illness such as cancer rises with age. In 2014, 62% of new cancer cases and 77% of cancer deaths occurred in people over the age of 60. These data point to the importance for an individual to have insurance protection early in life when in better health condition, and ensure to get adequate protection if the health condition deteriorates at a later stage in life.

Building on Cigna’s dedication to serve customers throughout different stages of their life journeys, “Cigna HealthSecure Protection Booster” provides a basic benefit amount of HK\$500,000 at policy commencement. Customers can choose from three different plan levels. Depending on the plan levels, they can enjoy guaranteed increase in the sum insured after a designated period, or opt for retaining the sum insured when they enter another stage of life and their financial needs change for flexible budgeting.

Customers can choose from three different levels according to their own preference. For option 1, customers will pay level premium and enjoy an automatic increase of sum insured to HK\$1,000,000 after age 55. The sum insured remains unchanged thereafter. For option 2, customers will also pay level premium but enjoy an automatic HK\$500,000 increase of the sum insured every five years after age 55 up to HK\$2,000,000. Option 3 allows customers to pay a yearly adjustable premium which automatically increases the sum insured by HK\$500,000 every five policy years up to HK\$2,000,000. This option also gives customers the flexibility to retain the sum insured at HK\$1,000,000 or HK\$1,500,000 for the remaining years of the policy.

The product covers 53 critical illnesses, including cancer, stroke and heart disease, which are common in Hong Kong³. In the unfortunate event that the person insured is first diagnosed and confirmed to have any of those illnesses, 100% of the sum insured will be paid to provide financial support to the customer during difficult times.

Mr. Austin Marsh, CEO and Country Manager, Cigna Hong Kong, said, “As our customers’ active health and well-being partner, we understand customers want to be well protected with financial support when they suffer from critical illnesses. With ‘Cigna HealthSecure Protection Booster’, customers can pay a smaller premium purchasing a lower benefit amount at younger ages when the risk on critical illness is lower, and have a guaranteed increase in sum insured as they age. Customers can have flexibility in budgeting and at the same time enjoying comprehensive critical illness protection.”

“At Cigna, we are dedicated to working together with our customers all the way, helping them plan in advance for medical and financial protection that gives them peace of mind throughout their life journeys,” added Mr. Marsh.

###

Appendix I: Cigna HealthSecure Protection Booster plan levels

Plan level	Option 1		Option 2		Option 3	
	Level premium with sum insured increasing up to HK\$1,000,000		Level premium with sum insured increasing up to HK\$2,000,000		Yearly adjustable premium	
Issue age (at last birthday)	15 days to age 50		15 days to age 50		15 days to age 64	
Protection Period	1 year and guaranteed renewable, up to age 80					
Premium payment term	Until the end of Protection Period					
Critical Illness Benefit	Subject to the person insured suffers from a first confirmed diagnosis of a covered critical illness; Critical Illness Benefit = 100% sum insured minus indebtedness (if any)					
Coverage	Age on Anniversary Date	Sum Insured (HK\$)	Age on Anniversary Date	Sum Insured (HK\$)	Policy Year	Sum Insured (HK\$)
	15 days to 54	\$500,000	15 days to 54	\$500,000	1-5	\$500,000
	55 and thereafter	\$1,000,000	55-59	\$1,000,000	6-10	\$1,000,000
			60-64	\$1,500,000	11-15	\$1,500,000
65 and thereafter		\$2,000,000	16 and thereafter	\$2,000,000		
Policy currency	HKD					
Premium Payment Frequency	Annual / Monthly					
Waiting Period	90 days ⁴					

Notes

1. Source: Centre for Health Protection of the Department of Health (<http://www.chp.gov.hk/en/data/4/10/27/117.html>)
2. Source: Overview of Hong Kong Cancer Statistics of 2014, Hong Kong Cancer Registry, Hospital Authority, Hong Kong (<http://www3.ha.org.hk/cancereg/pdf/overview/Summary%20of%20CanStat%202014.pdf>)
3. Source: Public Health Information and Statistics of Hong Kong 2014 (http://www.healthyhk.gov.hk/phsweb/plain/zh/healthy_facts/disease_burden/major_causes_death/major_causes_death)
4. The benefit will take effect after 90 days of Waiting Period. Waiting Period refers to each of the period after (a) the policy issue date or the commencement date (whichever is later), (b) the approval date of any reinstatement if this policy is subsequently reinstated.
5. For more details, please refer to our product brochure on our company website.

About Cigna

Cigna Corporation (NYSE: CI) is a global health service company dedicated to helping people improve their health, well-being and sense of security. All products and services are provided exclusively by or through operating subsidiaries of Cigna Corporation, including Connecticut General Life Insurance Company, Cigna Health and Life Insurance Company, Life Insurance Company of North America and Cigna Life Insurance Company of New York. Such products and services include an integrated suite of health services, such as medical, dental, behavioral health, pharmacy, vision, supplemental benefits, and other related products including group life, accident and disability insurance. Cigna maintains sales capability in 30 countries and jurisdictions, and has more than 90 million customer relationships throughout the world.

About Cigna Hong Kong

Since its presence in Hong Kong in 1933, Cigna Hong Kong has been offering insurance solutions at the right place and the right time, providing advice to customers throughout the different stages of their life journey. Cigna delivers comprehensive health and wellness solutions to employers, employees and individual customers. Leveraging an extensive global healthcare network, Cigna provides group medical benefits that are suitable for international companies with a worldwide workforce, but also tailor cost-effective plans for local small and medium-sized enterprises that fit specific needs of the company and its employees. For individual customers, Cigna offers a full suite of health insurance products that caters to consumers' diverse needs.

For more details, please visit www.cigna.com.hk.

MEDIA CONTACTS:

Cigna Hong Kong

Brenda Ngo

Email: brenda.ngo@cigna.com

Tel: (+852) 2539 9138

Strategic Financial Relations Limited

Courtney Ngai / Rita Fong / James Fung

Email: courtney.ngai@sprg.com.hk / rita.fong@sprg.com.hk / james.fung@sprg.com.hk

Tel: (+852) 2114 4952 / (+852) 2114 4939 / (+852) 2114 4956