



**Cigna Hong Kong Launches Senior Cancer Pro**  
**A Unique Cancer Protection Solution Tailor-made for Seniors Aged 55 or Above**

*The Only Dedicated Cancer Insurance Plan for Seniors in the Market with Issue Age up to 75 and Protection through to 100*

**Hong Kong, 9 April 2015 (Thursday)** — Cigna Worldwide General Insurance Company Limited (“Cigna Hong Kong”) has announced the launch of “Cigna Senior Cancer Pro” – the only standalone cancer insurance plan in the market tailored for seniors aged between 55 and 75, with protection up to age 100. If the person insured is diagnosed with cancer, the plan provides a lump-sum cash payment with no restrictions on the selection of treatment. In addition to this, the plan offers first-of-its-kind lump-sum convalescence cash benefit that supports the policyholder all the way through recovery. Via the plan’s second medical opinion service, the person insured can make better informed choices with advice from expert physicians. On the other hand, the Company has simplified the application by just asking one basic health question to cater for the needs of the seniors. With a real-time online quotation system, customers can instantly obtain a quote from the Company’s website.

According to the “360° Well-being Score” survey findings released by Cigna Hong Kong early this year, cancer is the top health concern among more than 1,000 respondents in Hong Kong (64%), while only 23% of the respondents believed that they had sufficient financial means to support an unexpected medical burden. In light of this, Cigna Senior Cancer Pro provides the total reassurance that customers need at every stage from diagnosis and treatment through convalescence, with all-round support including a second medical opinion, a lump sum cancer protection and convalescence benefits.

“Cigna is dedicated to improve the health, well-being and sense of security of the people we serve,” explained Mr. Austin Marsh, Chief Executive Officer of Cigna Hong Kong. “The design of our new cancer plan focuses on the top health concern of the Hong Kong people consistent with our customer-centric commitment to service and pursuing innovative insurance solutions. The plan is unique in the market in providing a lump sum cash payment to meet customers’ needs and support them on the road to recovery.”

“According to the 2012 Hong Kong Cancer Statistics released by Hong Kong Cancer Registry, more than 60% of cancer patients in Hong Kong were aged above 60,” said Ms. Carmen Cheng, Director of Marketing of Cigna Hong Kong. “At that age many



patients may have retired and not be covered by a corporate medical insurance plan to alleviate their financial burden caused by rising medical costs. The long waiting period of the public medical system could delay the treatment beyond the optimal time. Cigna Senior Cancer Pro helps people better prepare for unexpected medical expenses and more timely treatment, so that they can focus on recovery.”

Cigna Senior Cancer Pro is another innovative product in the Cigna Serenity Series. For a limited time only, customers who subscribe to the new plan during the promotion period will be awarded a free medical check-up service upon the first policy renewal. If customers subscribe together with their spouses, both policies will enjoy a 10% discount every year.

*Remarks:*

*In addition to cancer protection, this plan also includes carcinoma-in-situ benefit, convalescence benefit and accidental death benefit. Please refer to the product brochure for the full details of the coverage, terms and conditions of this plan.*

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**About Cigna**

Rooted in health expertise dating back over 200 years through its predecessor companies, Cigna was established in 1982 following the merger of the INA Corporation and Connecticut General Corporation.

A respected leader in worldwide health services, we continue to innovate, expand and grow globally. As of 2013, our multi-national office network spans some 30 countries and serves approximately 85,000,000 customers.

Over the years our reliability and trustworthiness have been recognized with consistently strong ratings by internationally reputable bodies, as well as being ranked 97 on the Fortune 500.

Cigna established its Hong Kong business in 1933 and has been dedicated to improving people’s health, well-being and sense of security for over 80 years. We continue to provide a broad range of insurance solutions that are designed to satisfy our customers and their loved ones’ every unique need. For more details, please visit [www.cigna.com.hk](http://www.cigna.com.hk).



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