

To : All Business Partners Brk/FR1013

From : Product Marketing

Date : 25 February, 2013

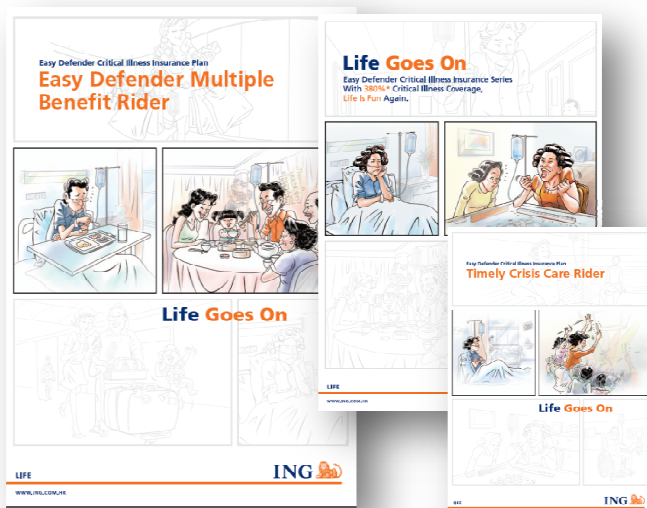
Re : Easy Defender Critical Illness Insurance Series – Premium Waiver Customer Campaign
「好安守」危疾保障系列 - 保費豁免客戶推廣

Dear Valued Partners,

With 380% critical illness coverage provided by Easy Defender Critical Illnesses Insurance Series, Life Goes On and Is Fun Again!

A series of advertising activities including flash mob, Facebook game, print advertisement, tram shelter advertisement, brand new product brochures, Life Goes On health seminar and Life Goes On mini-site (<https://home.ing.com.hk/LifeGoesOn/tc/index.html>) has been rolled out to support your sales activities.

To further boost the sales, a premium waiver customer campaign has been launched. For those who apply for Easy Defender Critical Illness Insurance Series during the promotion period (from **18th February 2013 to 30th April 2013**), they can enjoy up to **TWO months wavier of premium**. Please refer to the attached promotional flyer for more details.




投保「好安守」危疾保障系列 可享高達兩個月保費豁免！[^]
Apply for Easy Defender Critical Illness Insurance Series to enjoy up to Two Months Waiver of Premium![^]

推廣期: 2013年2月18日 - 2013年4月30日 (包括首尾兩日)
 Promotion Period: 18 February, 2013 - 30 April, 2013 (both days inclusive)

一個月保費豁免: 於推廣期內成功申請 1) 「好安守」危疾保障計劃及 2) 「好安守多重保障附約」或「好安守周全保障附約」

兩個月保費豁免: 於推廣期內成功申請 1) 「好安守」危疾保障計劃及 2) 「好安守多重保障附約」及 3) 「好安守周全保障附約」

To enjoy **ONE month** waiver of premium: Successful applications of 1) "Easy Defender Critical Illness Insurance Plan" and 2) "Easy Defender Multiple Benefit Rider" or "Timely Crisis Care Rider" during the Promotion Period.

To enjoy **TWO months** waiver of premium: Successful applications of 1) "Easy Defender Critical Illness Insurance Plan" and 2) "Easy Defender Multiple Benefit Rider" and 3) "Timely Crisis Care Rider" during the Promotion Period.

「好安守」危疾保障系列悉心為您保護:
 Easy Defender Critical Illness Insurance Series specially design for you a complete set of protection:

多重保障 Multiple Riders (Critical Illness Protection)	嚴重創傷保障 Serious Trauma Protection**	特別保障 Special Disease Protection**
疾病管理計劃 Disease Management Program*	及末期癌症治療 Final Stages (Cancer Treatment Support)	第二醫療意見 Second Medical Opinion Support**

最高可達總保額 **380%** 的危疾保障*
 In total, up to **380%** sum insured of Critical Illness Protection*

54 種危疾, **40** 種嚴重疾病及 **16** 種特別疾病保障**
 Crises, Serious Diseases & Special Diseases Protection**

LIFE 



FLASH REPORT

Arrangement of the Product Brochure and Promotional Flyer:

	Arrangement / Remark
Product Brochure	Soft copy: Available in ING website (www.ing.com.hk)

In case of any enquiry, please feel free to call 3123-3158.

Brokerage and IFA

經紀及獨立財策部

ING Life Insurance Company (Bermuda) Limited

致 尊敬的合作夥伴，

「好安守」危疾保障系列為客戶提供一套完善的危疾保障平台，讓他們擁有 **380%** 超全面保障，使生活繼續精彩！

此外，公司亦會舉行一連串宣傳攻勢。包括街頭「快閃」表演、Facebook 遊戲、報章雜誌平面廣告、電車站特大宣傳海報、全新產品小冊子、「生活可以幾精彩」健康分享會以及 Life Goes On 網站專頁 (<https://home.ing.com.hk/LifeGoesOn/tc/index.html>) 以全面配合銷售活動。

為協助您們銷售，公司於 **2013 年 2 月 18 日至 2013 年 4 月 30 日期間** (推廣期) 推出保費豁免計劃。凡於推廣期內投保「好安守」危疾保障系列，客戶可享高達**兩個月保費豁免**。有關詳情請參閱附件之宣傳單張。

有關產品小冊子及客戶推廣宣傳單張安排如下：

	安排 / 備註
產品小冊子	電子版本：可於ING 網站下載(www.ing.com.hk)

如有任何疑問，歡迎致電保單查詢服務熱線 3123-3158。

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