

Pillar Five: Business and Growth

1. Does the firm state that it has responsible marketing practices and/or transparent product labeling?

Yes

2. Business – How is this product distributed and the major contributor to this success?

At Chubb Life, we are committed to providing superior Whole Life solutions to our customers distributing through both agency and partnership channels focusing on Customers' Retirement and Protection needs.

Chubb MyLegacy is designed for the long-term savings with competitive potential long term return up to 7%p.a. and great flexibility (by allowing cash withdrawal if needed and change of insured for unlimited times) to ensure that no matter what changes happen in the life of our customers in the future, Chubb MyLegacy can accompany them to meet the wealth management needs.

In addition, Chubb MyLegacy introduces 1st in market Conversion of Partial Surrender Value feature for issuing a split policy to another insured, which is a new 1-to-N multi-way inheritance concept. After the conversion of partial surrender value, the original insured can still keep part of the policy values. Customers can better arrange the legacy planning with this innovative feature.

3. Please share with us the successes of this product and its contribution to the company's bottom-line.

With the support of our professional agency force and brokerage partners as well as its innovative features, Chubb MyLegacy becomes one of our flagship top sellers, providing our customers with the best-in-class whole-life proposition.

Since its launch, Chubb MyLegacy contributed to 30% of total new business in the brokerage channel, which reflected customers' views on its ability to meet their needs.

4. How does the company feel about the statement of: Prioritizing the customers' needs before revenues?

"Prioritising customers' needs before revenues" has always been the core belief in our business and it is intricately linked to business performance. We firmly believe that when our customers' needs can be met by our propositions, it directly drives customer loyalty, referrals, additional sales and profits. As such, addressing customers' needs is of crucial importance to create an excellent customer experience. That's why we are keen to keep our products updated and always look for enhancement opportunities to fulfil our customer needs and keep our products competitive in the market.

5. What is the Net Promoter Score (NPS) over the past three years?

2020

2019

2018