

Live life prepared with HSBC Malta's Life Assurance

HSBC Life Assurance (Malta) Limited, a business incorporated in 1996 and with a track record of providing life assurance and savings solutions in the Maltese islands is thrilled to announce the launch of its new campaign, "Live life prepared." This brand campaign is designed to empower individuals to navigate life's journey with confidence, providing the assurance needed to embrace both the highs and the lows.

Life is an unpredictable journey, filled with moments of joy and challenges. At HSBC Life Malta, we understand the importance of being prepared. Our "Live life prepared" campaign reflects our commitment to helping you cherish the highs and face the lows with confidence and resilience. Whether you are planning for your retirement, protecting your loved ones, saving for your children's future or your own, as well as seeking financial support in case of critical illness, HSBC Life Malta is here to support you every step of the way.

The campaign will be visible across various media channels throughout Malta and Gozo, inspiring individuals to take charge of their futures with the support and assurance that HSBC Life Assurance (Malta) Limited provides. Through this campaign, we aim to create a lasting impact by reinforcing the value of preparation in achieving life's goals and dreams.

HSBC Life Malta has always been dedicated to offering comprehensive life insurance solutions that cater to the diverse needs of our customers. This commitment is also evident by the fact that HSBC Life Malta paid out 96.9% of claims assessed during 2023, demonstrating the ongoing dedication to providing exceptional financial security and support to our valued customers and their loved ones. The "Live life prepared" campaign is yet another testament to our unwavering commitment to excellence and our promise to be there for our customers, no matter what life throws at them. With a rich legacy of trust and reliability, HSBC Life Malta continues to innovate and adapt to the changing needs of the community.

"We aim to create a deeper connection with our customers by aligning our services with their life goals. Our commitment is to provide not just insurance, but assurance, empowering individuals to achieve their dreams with confidence," said Josef Camilleri, Head of Products and Distribution within HSBC Life Assurance (Malta) Limited.



Photocaption: Two of the images used for the new campaign, "Live life prepared" reflecting the joy when saving for one's future.

HSBC Bank Malta p.l.c.

HSBC Bank Malta p.l.c. is a member of the HSBC Group, whose ultimate parent company is HSBC Holdings plc. HSBC Malta provides a comprehensive range of financial services which are all designed to meet the expanding requirements of its large client base of personal and corporate customers. These include Wealth and Personal Banking, Commercial Banking and Global Markets. Registered in Malta number C3177. Registered Office: 116, Archbishop Street, Valletta VLT 1444, Malta. HSBC Bank Malta p.l.c. is regulated and licensed to carry out the business of banking and investment services in terms of the Banking Act (Cap. 371 of the Laws of Malta) and the Investment Services Act (Cap. 370 of the Laws of Malta) by the Malta Financial Services Authority.

HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 62 countries and territories. With assets of US\$3,001bn at 31 March 2024, HSBC is one of the world's largest banking and financial services organisations.