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泰禾人寿企业概况  
Tahoe Life Corporate Brochure



Craft Your Future  
精彩人生在布局

精彩人生在布局  
Craft Your Future



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泰禾人寿保险有限公司  
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Tahoe Life Insurance Company Limited  
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「人生如棋，每一步凝聚智慧、富有远见，  
抓住每次机遇，方能布下精彩棋局，成就精彩人生。」

'Life is like playing chess, forethought wins. Knowing which  
move to make comes with wisdom and vision. Grasp the  
opportunity, craft your future.'

泰禾人寿保险有限公司为泰禾投资集团有限公司旗下的全资附属子公司，履行社会责任的初心，我们将竭诚以匠心服务客户，为企业、为客户构建精彩未来。

Tahoe Life Insurance Company Limited is a wholly-owned subsidiary of Tahoe Investment Group Company Limited. Adhering to the aspiration of fulfilling social responsibility, we endeavour to serve our customers with sincerity, creating a brilliant future for our customers and the enterprise.

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# 集团概况 Group at a Glance

服务客户一生 成就百年基业  
Serving Customers for Life  
Striving for a Century of Excellence





## 布局全面 实力雄厚

泰禾投资集团有限公司（以下简称「集团」）由黄其森先生创办于1993年。全球员工约12,000人\*，总资产达2,000亿元人民币#。集团发展始于一份社会责任心，致力于从客户、社会、乃至国际层面实施全面布局，以优异的业绩回馈社会，逐步达成百年基业的目标。

## Strategic Foresight with Solid Foundation

Tahoe Investment Group Company Limited (hereafter known as 'the Group') was founded by Mr. Huang Qisen in 1993. The Group has a team of around 12,000 employees\* with assets Renminbi 200 billion#. The Group's business started with the aspiration of social responsibility. Through providing diversified products and services to its customers, its community and the global markets, the Group aims at contributing to the society and becoming an enterprise with a century of excellence.

集团涉足众多领域，综合业务遍布全球：

The Group's diversified and globalised businesses include:

### 地产 Real Estate



集团注重全面满足客户需求，通过全方位关怀带动并提升客户生活水准。提供高质量的房地产精品项目及服务，为客户创造优质生活。

The Group is committed to taking care of the needs of customers and enhancing their living standards. Through its premium real estate projects and services, the Group dedicates to providing a quality life for customers.

### 金融 Finance



集团坐拥强大资本实力，其中金融业务为重要分支，范围横跨银行、证券、保险、第三方支付等多个领域，为客户提供稳定、可靠的财富管理服务。

With its immense financial strength, the Group has strategically engaged in industries such as banking, securities, insurance and third-party payment to provide customers with reliable and credible wealth management services.

### 医疗健康 Healthcare



集团近年不断拓展医疗产业，积极在全国各大主要城市，部署领先国际的完善医疗网络，长远投资布局，提供卓越顶尖的医疗健康服务。

The Group has been actively developing its healthcare business. Striving to offer superior healthcare services, the Group has set foot in major cities to make long-term investments and build a world-class medical network.

### 文化教育 Culture and Education



集团努力推动文化教育多元发展，打造全国最具个性电影文化营运平台；并捐建福建省内首个现代书院「福州一中·泰禾书院」，以教育的形式促进文化传承。

The Group has long been advocating cultural and educational diversity. The Group has developed a unique cinema and culture operation platform in China and established the first modern academy 'Fuzhou No.1 Middle School - Tahoe Academy of Classical Learning' in the Fujian Province, aiming to pass on the Chinese culture through education.

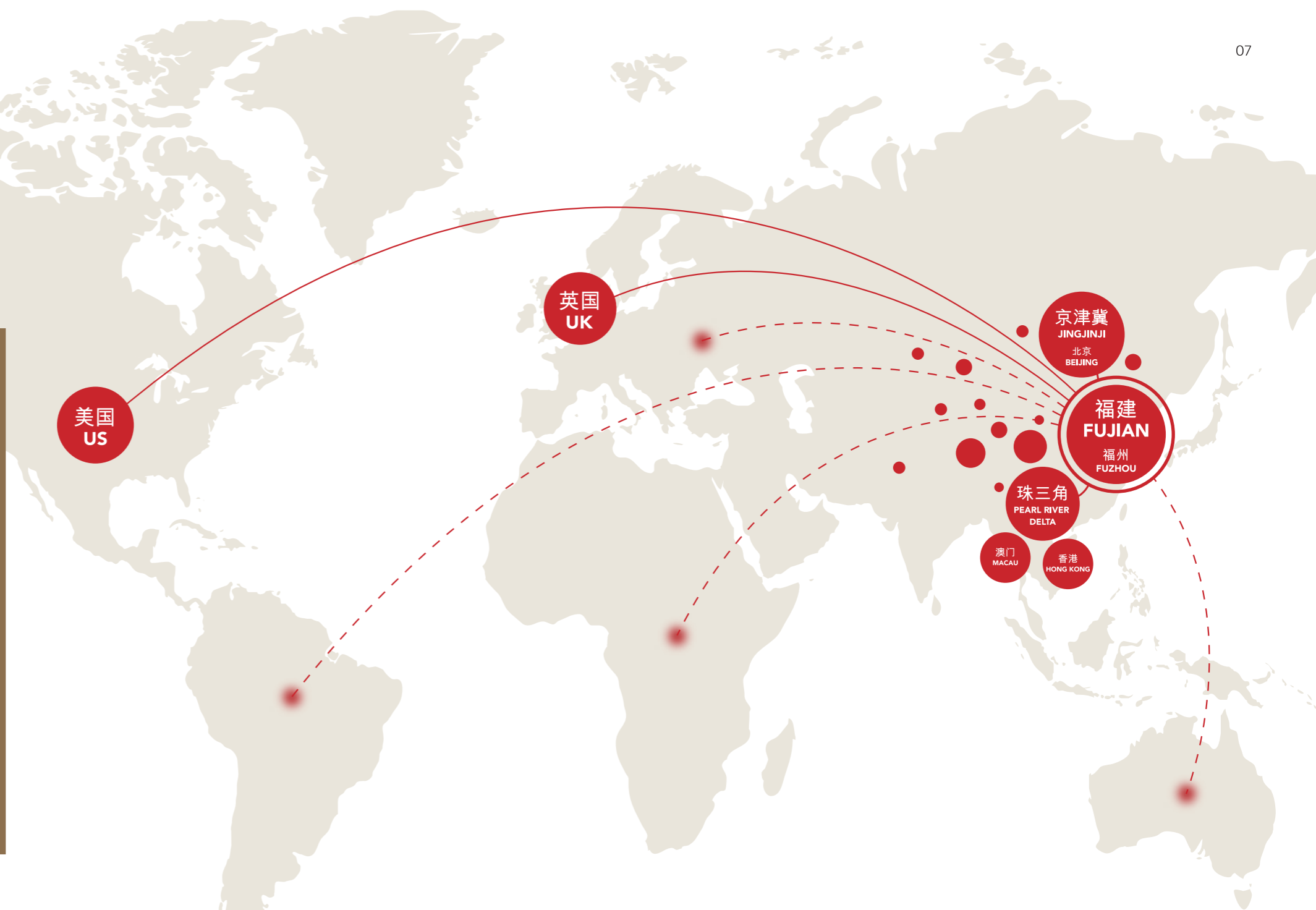


# 多元业务 遍布全球

集团坚持围绕房地产业务为核心，金融、投资为两翼的发展战略。目前控股及参股两家上市公司，分别为泰禾集团及东兴证券。集团深信金融业务是支持房地产的重要支柱，并深耕全球金融布局多年，致力推动发展成为多元领域的「国际大金融」全产业链。

## Diversified Businesses across the Globe

Real estate is the core business of the Group while finance and investment are the two strong arms according to the development strategies. Currently the Group owns and holds a stake of two listed companies, namely Tahoe Group and Dongxing Securities. It has been actively developing diversified businesses to become a multi-faceted financial chain in the global markets, as it plays an essential role to uphold the rapid development of the real estate industry.



英国 UK	美国 US	北京 BEIJING	上海 SHANGHAI	苏州 SUZHOU	广州及深圳 GUANGZHOU & SHENZHEN	福建 FUJIAN	四川 SICHUAN	香港 HONG KONG	澳门 MACAU
<ul style="list-style-type: none"> <li>地产业务</li> </ul>	<ul style="list-style-type: none"> <li>阿莱恩斯医疗服务</li> <li>地产业务 (金银岛项目)</li> </ul>	<ul style="list-style-type: none"> <li>地产业务</li> <li>东兴证券</li> <li>泰禾影视文化发展</li> <li>北京国际医院 (通州区)、裕和医院</li> </ul>	<ul style="list-style-type: none"> <li>地产业务</li> <li>上海国际医院 (杨浦区)</li> </ul>	<ul style="list-style-type: none"> <li>同程网络科技</li> </ul>	<ul style="list-style-type: none"> <li>地产业务</li> </ul>	<ul style="list-style-type: none"> <li>地产业务</li> <li>泰禾金控 (平潭) 集团</li> <li>福建海峡银行</li> <li>海峡人寿</li> <li>福州农商银行</li> <li>福建一卡通</li> </ul>	<ul style="list-style-type: none"> <li>成都泰禾妇产医院 (建设中)</li> <li>泰禾天府医院 (建设中)</li> </ul>	<ul style="list-style-type: none"> <li>泰禾人寿</li> </ul>	<ul style="list-style-type: none"> <li>人寿业务</li> </ul>
<ul style="list-style-type: none"> <li>Real estate business</li> </ul>	<ul style="list-style-type: none"> <li>Alliance HealthCare Services</li> <li>Real estate business (Treasure Island project)</li> </ul>	<ul style="list-style-type: none"> <li>Real estate business</li> <li>Dongxing Securities</li> <li>Tahoe Cinemas</li> <li>Beijing International Hospital (Tongzhou District), Beijing Yuho Rehabilitation Hospital</li> </ul>	<ul style="list-style-type: none"> <li>Real estate business</li> <li>Shanghai International Hospital (Yangpu District)</li> </ul>	<ul style="list-style-type: none"> <li>Tongcheng Network Technology</li> </ul>	<ul style="list-style-type: none"> <li>Real estate business</li> </ul>	<ul style="list-style-type: none"> <li>Real estate business</li> <li>Tahoe Financial Holding (Pingtan) Group</li> <li>Fujian Haixia Bank</li> <li>Haixia Life Insurance</li> <li>Rural Credit Bank of Fuzhou</li> <li>Fujian Yikatong</li> </ul>	<ul style="list-style-type: none"> <li>Chengdu Tahoe Obstetrics and Gynecology Hospital (under construction)</li> <li>Tahoe Tianfu Hospital (under construction)</li> </ul>	<ul style="list-style-type: none"> <li>Tahoe Life Insurance</li> </ul>	<ul style="list-style-type: none"> <li>Life insurance business</li> </ul>





# 人寿业务 Life Insurance Business

规划长远未来 布局精彩人生  
Vision for a Brilliant Future





## 扎根香港 迈向国际

泰禾人寿保险有限公司（以下简称「泰禾人寿」）拥有服务香港近30年的基础，现成为集团旗下金融业务的重要成员，积极开拓国际金融业务，充分发挥协同优势，满足不同客户层面的寿险需求。

## A Root based in Hong Kong An Era of Facing the World

Being one of the core businesses of the Group, together with the experiences earned in the past decades, Tahoe Life Insurance Company Limited (hereafter known as 'Tahoe Life') is actively expanding our financial business, resulting in a synergy to cater for the life insurance protection needs of our customers from different walks of life.



### 我们的品牌 Our Brand

泰禾人寿的品牌标语「精彩人生在布局」，呼应企业从多方面实践这份精神，并通过全面布局战略，为客户、员工、营销伙伴以及社会普罗大众缔造「精彩人生」。

By adopting 'Craft Your Future' as the brand tagline, we are devoted to applying this motto in every aspect of the enterprise with the aim of crafting a brilliant future for our customers, employees, distribution partners and the public.

泰禾人寿沿用集团品牌标志，其设计充分体现了精心布局的理念，并从多方面展示品牌个性。

**颜色：**以热情洋溢、活力激情的中国红展现品牌个性。

**图像：**以玉玺印章造型凸显品牌雄厚稳健的实力；印章中的「禾」字，则彰显禾泽天下的信念，而其字体采用被誉为「天下第一」的「书圣」王羲之的行书体，展示品牌丰富的文化底蕴及立志成为业界第一的雄心壮志。

Tahoe Life shares the Group's logo concept, the design of which embodies the mission of the Group that elaborates our brand personality.

**Colour:** The Chinese red manifests the passionate and energetic characters of the brand.

**Image:** The jade seal represents the strength and capability of the brand while the Chinese character '禾' conveys the Group's belief of 'bringing widespread benefits to all people', while the character is written in the most-admired style 'running script' of Wang Xizhi, the greatest master in Chinese calligraphy, demonstrating our strong cultural foundation and our goal of becoming the best in the industry.



## 愿景、使命及价值

泰禾人寿坚定不移地践行「背靠中国、立足香港、面向国际」的发展策略，实现集团的「国际化大金融」全产业链。借助集团在医疗网络覆盖、金融投资能力、庞大客户资源等方面的雄厚实力，以及过去服务香港近30年的专业保险运作及管理经验，泰禾人寿在保险市场优势显著，力求以全面布局周全服务客户一生。

## Vision, Mission and Values

Through our development strategy of 'backed by China, based in Hong Kong, facing the world', Tahoe Life strives to support the Group to become a global financial enterprise. With the solid background of the Group including medical network, financial investment ability, enormous customer base and the extensive experience in professional insurance operation and management collected in the last three decades in Hong Kong, Tahoe Life possesses an absolute advantage in the local market and has the essentials to craft a brilliant future for our customers.

## 我们的愿景 Our Vision

面向国际，成为高端人寿保险领域的翘楚。

Engaging ourselves globally and aiming to be the leading brand in the life insurance sector.

## 我们的使命 Our Mission

秉承集团以「履行社会责任」为初心，打造精品保险，竭诚以匠心服务客户。

Adhering to the aspiration of the Group, we strive to fulfil social responsibility, become a leading-edge insurance company, and serve customers for life with sincerity.

## 我们的价值 Our Values

### 高端国际 High-end and International

开创高端人寿领域，成就百年基业，面向国际市场的品牌。

Exploring and developing high-end insurance products and services, striving for a century of excellence with a footing in the international market.

### 稳健可靠 Stable and Reliable

凭借集团稳健实力，发展成为值得信赖的人寿品牌。

Developing into a renowned brand by leveraging the solid background of the Group.

### 精品人寿 Exquisite Life Insurance

以「精品人寿保险」为产品定位，创建划时代精品。

Positioning ourselves as 'high-end life insurance provider', offering exquisite and epoch-making products and services.

### 匠心服务 Serving with Sincerity

匠心打造迎合不同客户所需的贴心服务，贯彻服务客户一生的使命。

Serving individual's needs, we are committed to providing tailor-made services of a lifetime.

### 年轻活力 Energetic and Dynamic

稳中求进，创新成长，务求领先业界。

Growing with the principle of 'expand amid stability,' we aim to steadily earn an unrivalled reputation in the industry.





## 精品保險 全面保障

泰禾人寿产品定位「精品保險」，提供精益求精的优质产品及完善的财富管理、人生规划等服务，致力为客户的精彩人生部署周密的保障方案。

## Exquisite Life Insurance for Comprehensive Protection

We position ourselves as a 'high-end insurance provider', and our professional team is devoted to providing high-end products that ensure superlative wealth management and life planning services, fulfilling comprehensive life protection for our customers.



### 储蓄 Savings

多元涵盖财富管理及规划，助客户达成理财目标。

Our multi-faceted wealth management services and plans foster customers achieving their saving goals.



### 危疾 Critical Illness

为客户提供全面危疾保障所需，以应对庞大开销。

We offer comprehensive protection on critical illness to relief customers' financial burden of medical expenses.



### 人寿 Life Insurance

全方位保障客户一生，满足不同人生阶段的需求。

We cater for individual needs at different life stages with well-rounded protections.



### 医疗 Medical Care

布局高端医疗服务，提供至臻完善的医疗保障。

Our high-end medical services offer excellent health coverage.



### 投资 Investment

为客户规划优裕的未来，发挥强大潜力，为财富增值。

We help customers plan for a brilliant future and assist them in exerting their financial potential.





## 专业团队 紧密合作

泰禾人寿团队拥有与时俱进的专业知识及丰富的业务经验，掌握庞大高效的营销渠道。

## Professional Services Network

Our Tahoe Life team moves forward with professional knowledge and hands-on experience forming an extensive as well as efficient distribution network.



通过与保险代理团队、个人理财顾问、直销团队及策略性银行伙伴的紧密合作，泰禾人寿全方位照顾每位客户所需，提供优越、体贴的精品人寿服务。

我们更全面关注人才培养，力求通过前瞻性的专业培训及积极实践，持续提升从业人员的服务水平。

Thanks to the close cooperation with our agents, brokers, direct sales teams and strategic banking partners, Tahoe Life provides thoughtful and exquisite insurance services to take care of every customer.

We attach great importance to the cultivation of talents, through farsighted in-house training and practices, from which we continue improving our insurance distribution channels' service standard.



## 匠心服务 客户优先

泰禾人寿关注客户需要，致力成为高端人寿保险领域的翘楚。为此持续投入资源，匠心打造精品人寿产品，配合高端创新的客户服务配套设备，力求优化客户体验并加强与客户之间的沟通联系。

## Sincere Devotion to Customers

Tahoe Life concerns customers' needs and strives to become a leading brand in high-end insurance. We continue to invest on research and development of exquisite life insurance products, coordinate with advanced support system to strengthen customer relationship.



### 泰禾荟

#### Tahoe Life Customer Service Centre

在尖沙咀甲级写字楼的高端客户服务中心—泰禾荟，占地约12,000平方呎，室内设计尽显中式时尚魅力，设施先进齐全，为客户带来尊贵非凡的一站式保险服务体验。

Located in a grade-A commercial building in Tsim Sha Tsui, the Customer Service Centre occupies a total area of 12,000 square feet. The interior design fills with Chinese-style fashion. Together with our advanced facilities, the Customer Service Centre allows customers to experience superior one-stop insurance services.

### 高端智能配套

#### High-end Intelligence System

我们积极研发完善科技配套支持销售，将尖端科技融入以客为本的服务中，贴心照顾客户每个细微保障需求。

We strive to develop cutting-edge technology in supporting sales. With the aid of customer-oriented services, we offer attentive and meticulous care to every customer.







泰禾人寿将继续竭诚求进，致力与客户、营销伙伴、员工及投资者携手规划未来，布局精彩人生。

Tahoe Life endeavours to strive for continuous improvement. Through comprehensive planning, Tahoe Life crafts a brilliant future with our customers, distribution partners, employees and investors.