# 泰禾人壽企業概覽
# Tahoe Life Corporate Brochure

Tahoe 泰禾人壽

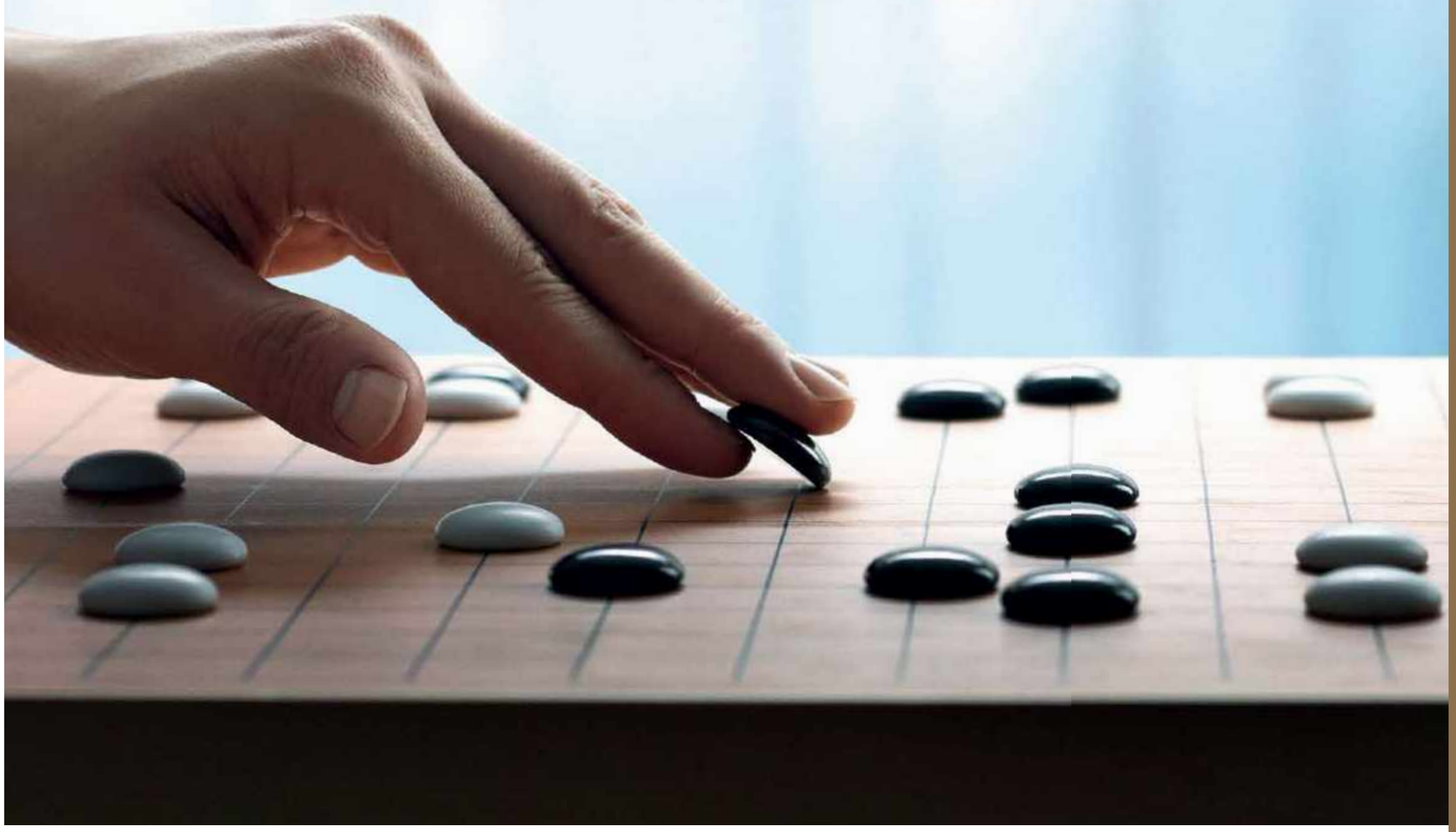
Craft Your Future
精彩人生在佈局

「人生如棋，每一步匯聚智慧、充滿遠見，
捉緊每個機遇，方能佈下精彩棋局，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.”

泰禾人壽保險有限公司為泰禾投資集團有限公司旗下的全資附屬公司，履行社會責任的初心，我們將竭力匠心服務客戶，為客戶及企業創造精彩未來。

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.



## 泰禾投資集團 Tahoe Investment Group


04 — 佈局全面　實力雄厚
Strategic Foresight with Solid Foundation

06 — 多元業務　遍佈全球
Diversified Businesses across the Globe


## 泰禾人壽 Tahoe Life


10 — 扎根港澳　邁向國際
A Root Based in Hong Kong and Macau　An Era of Facing the World

12 — 願景、使命及價值
Vision, Mission and Values

14 — 精品保險　周全保障
Exquisite Life Insurance for Comprehensive Protection

18 — 專業投資管理團隊
Professional Investment Management Team

20 — 獎項
Awards

22 — 品牌實力　成就卓越
Brand Strength and Distinguished Performance

24 — 專業團隊　緊密合作
Professional Services Network

26 — 匠心服務　以客為先
Sincere Devotion to Customers

# 集團概況
# Group at a Glance

服務客戶一生　成就百年基業

Serving Customers for Life
Striving for a Century of Excellence

# 佈局全面　實力雄厚

泰禾投資集團有限公司（下稱「集團」）於1993年由黃其森先生創建，全球員工約12,000人*，總資產超過2,300億元人民幣#。集團發展始於一份社會責任心，冀願從客戶層面、社會層面、以至國際層面，實踐全面佈局，回饋社會，逐步邁向成就百年基業的目標。

# 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 over Renminbi 230 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.

*數據截至2019年2月 Data as of February 2019　#數據截至2018年6月 Data as of June 2018



集團涉足領域全面，綜合業務遍佈全球：

The Group's diversified and globalised businesses include:

## 地產 Real Estate

集團致力周全照顧客戶需要，全面關懷並提升其生活水平。透過提供高品質的房地產精品項目及服務，為客戶打造優質生活。

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

集團擁有強大資本實力，其金融業務為集團重要一環，範圍覆蓋銀行、證券、保險、第三方支付等多個領域，為客戶提供穩健可靠的財富管理服務。

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.

## 醫療健康 Healthcare

集團近年積極發展醫療業務，於主要城市拓展領先國際的完善醫療網絡，長遠投資佈局，致力提供頂尖優越的醫療健康服務。

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

集團積極推動文化教育多元發展，打造全國最具個性的電影文化營運平台；並捐建福建省內首個現代書院「福州一中·泰禾書院」，透過教育達至文化傳承。

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.

## 養老 Senior Care

集團極力發展高端養老業務，以地產項目的佈局為切入點，以養老服務品質領先同儕、養老設施接軌國際為目標，緊密融合集團的醫療健康、教育等發展項目，高效協同發展，致力成為中國第一養老品牌。

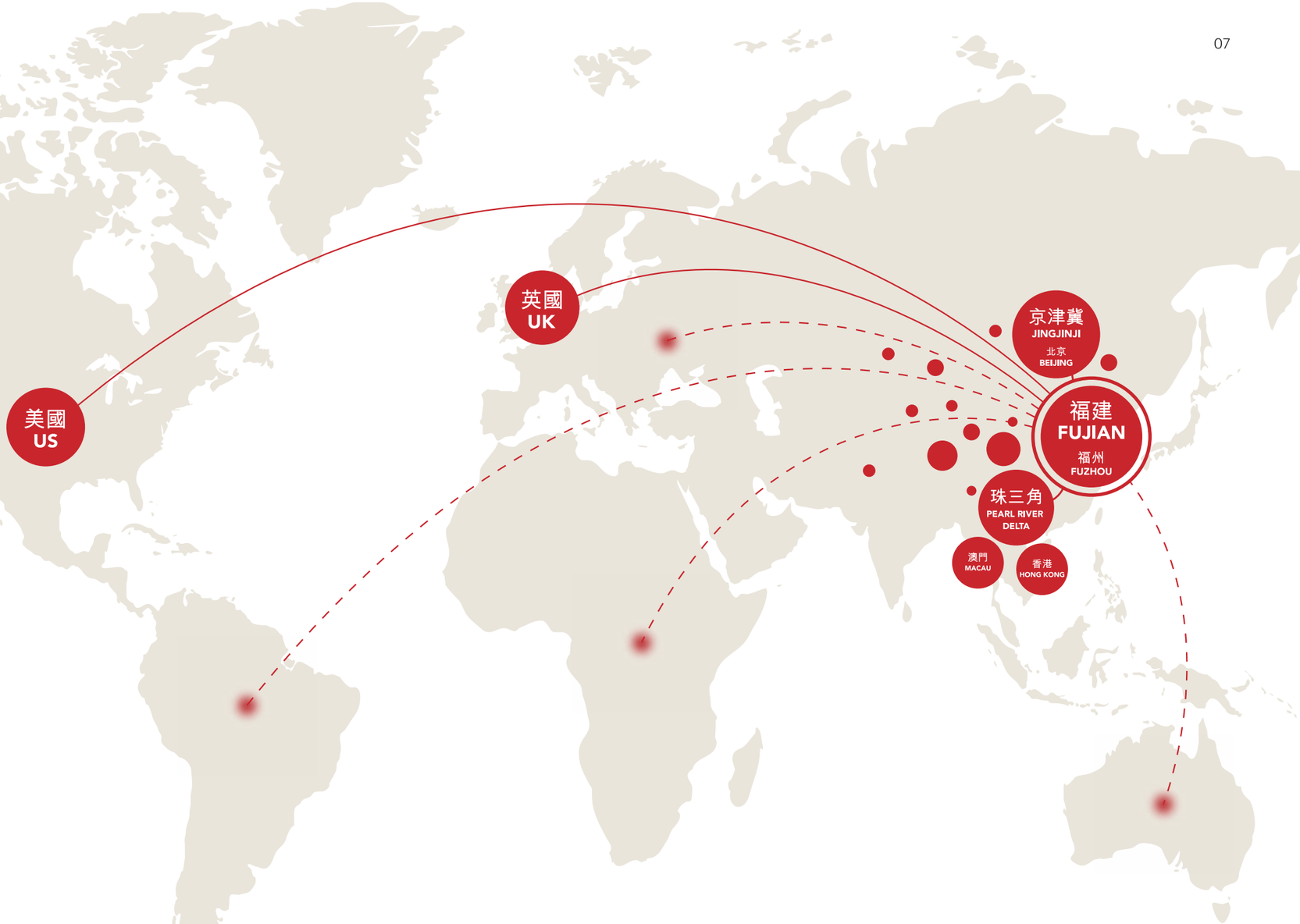
The Group is devoted to developing premium senior care business. Taking the real estate projects as the prototype, the Group closely integrates the senior care business with other sectors, such as healthcare and education, which gains synergy from collaboration and strives to become the number one brand in senior care in China.

# 多元業務　遍佈全球

集團堅持以房地產為核心，金融、投資為兩翼的發展戰略，目前控股一家上市公司－泰禾集團。集團深信金融業務為支撐房地產的重要支柱，多年來積極開拓全球金融佈局，致力推動發展成為多元領域的「國際大金融」全產業鏈。

# 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 a stake of one listed company, Tahoe Group. 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.




## 英國 UK

- 地產業務

- Real estate business

## 美國 US

- 阿萊恩斯醫療服務
- 地產業務（金銀島項目）

- Alliance HealthCare Services
- Real estate business (Treasure Island project)

## 北京 BEIJING

- 地產業務
- 東興證券
- 泰禾影視文化發展
- 北京國際醫院（通州區）、裕和醫院

- Real estate business
- Dongxing Securities
- Tahoe Cinemas
- Beijing International Hospital (Tongzhou District), Beijing Yuho Rehabilitation Hospital

## 上海 SHANGHAI

- 地產業務
- 上海國際醫院（楊浦區）

- Real estate business
- Shanghai International Hospital (Yangpu District)

## 蘇州 SUZHOU

- 同程網絡科技

- Tongcheng Network Technology

## 廣州及深圳 GUANGZHOU & SHENZHEN

- 地產業務

- Real estate business

## 福建 FUJIAN

- 地產業務
- 泰禾健康管理中心
- 泰禾金控（平潭）集團
- 福建海峽銀行
- 海峽人壽
- 福建一卡通

- Real estate business
- Tahoe Healthcare Centre
- Tahoe Financial Holding (Pingtan) Group
- Fujian Haixia Bank
- Haixia Life Insurance
- Fujian Yikatong

## 四川 SICHUAN

- 成都泰禾婦產醫院（建設中）
- 泰禾天府醫院（建設中）

- Chengdu Tahoe Obstetrics and Gynecology Hospital (under construction)
- Tahoe Tianfu Hospital (under construction)

## 香港 HONG KONG

- 泰禾人壽保險有限公司

- Tahoe Life Insurance Company Limited

## 澳門 MACAU

- 泰禾人壽保險（澳門）股份有限公司

- Tahoe Life Insurance Company (Macau) Limited

# 人壽業務
# Life Insurance Business

規劃長遠未來　佈局精彩人生

Vision for a Brilliant Future

# 扎根港澳　邁向國際

泰禾人壽*擁有服務港澳近30年的基礎，現為集團旗下金融業務的重要成員，積極開拓國際金融業務，充分發揮協同優勢，滿足不同客戶層面的壽險需求。

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

Being one of the core businesses of the Group, together with the experiences earned in the last three decades in Hong Kong and Macau, 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.

*包括泰禾人壽保險有限公司及泰禾人壽保險（澳門）股份有限公司 Includes Tahoe Life Insurance Company Limited and Tahoe Life Insurance Company (Macau) Limited

Tahoe 泰禾人壽

## 我們的品牌 Our Brand

泰禾人壽以「精彩人生在佈局」作為品牌標語，在企業各個層面積極實踐這份精神，並透過全面佈局，為客戶、員工、銷售夥伴以及社會大眾締造「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.

泰禾人壽沿用集團品牌標誌，其設計充分體現精心佈局，多方面展示品牌個性。

**顏色**：以熱情洋溢、活力激情的中國紅展現品牌個性。

**圖像**：以玉璽印章體現品牌雄厚穩健的實力；印章中的「禾」，彰顯集團禾澤天下的信念，而其字體採用「書聖」王羲之有「天下第一」美譽的行書體，展示品牌的文化底蘊及成為業界第一的抱負。

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.

# 願景、使命及價值

泰禾人壽以「背靠內地、立足港澳、面向國際」的發展策略，實現集團的「國際化大金融」全產業鏈。憑藉集團雄厚實力，包括醫療網絡、金融投資能力、龐大客戶資源，以及過往服務港澳近30年的專業保險營運及管理基礎，泰禾人壽在保險市場上佔盡優勢，務求透過全面佈局周全服務客戶一生。

# Vision, Mission and Values

Through our development strategy of "backed by Mainland, based in Hong Kong and Macau, 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 and Macau, Tahoe Life possesses an absolute advantage in the local market and has the essentials to craft a brilliant future for our customers.

## 我們的願景 Our Vision

面向國際，致力成為高端人壽保險領域的翹楚。

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

## 我們的使命 Our Mission

秉承集團「實踐社會責任」之初心，打造精品保險，竭力匠心服務客戶。

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.

## 我們的價值 Our Values

### 高端國際 High-end and International

開創高端人壽領域、實踐百年基業、面向國際的品牌。

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

### 穩健可靠 Stable and Reliable

靠藉集團穩健實力，發展成可靠安心的人壽品牌。

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

### 精品人壽 Exquisite Life Insurance

以「精品人壽保險」為產品定位，創建劃時代精品。

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

### 匠心服務 Serving with Sincerity

匠心打造切合不同客戶需要的貼心服務，貫徹服務客戶一生的使命。

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

### 年輕活力 Energetic and Dynamic

以「穩中求進」之道創新成長，務求領先業界。

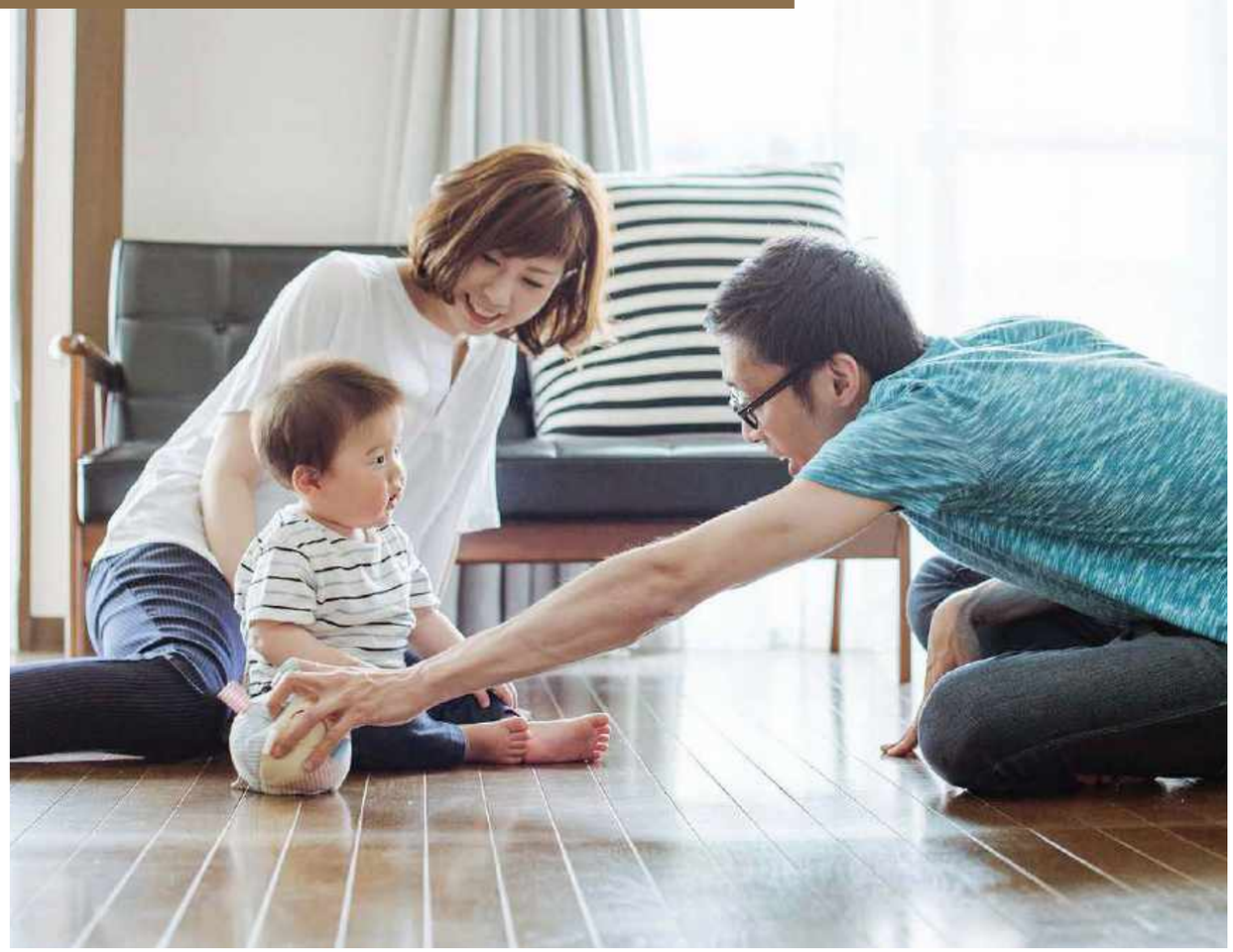
Growing with the principle of "expand amid stability", we aim to steadily earn an unrivalled reputation in the industry.

# 精品保險　周全保障

泰禾人壽以「精品保險」為產品定位，堅守「以客為本」的宗旨，不斷研發精益求精的高品質產品及提供完善的財富管理、人生規劃等服務，致力為客戶在不同的人生階段部署周全的保障方案，實現精彩人生。

# Exquisite Life Insurance for Comprehensive Protection

We position ourselves as a "high-end insurance provider" and put our customers first. Our professional team is devoted to developing high-end products that ensure superlative wealth management and providing life planning services, fulfilling comprehensive life protection at different life stages and crafting a brilliant future for our customers.



## 儲蓄 Savings

無論是短期或長期的理財目標、計劃退休儲備或是籌備教育基金、為自己或是為下一代建立財富，我們的多元儲蓄產品涵蓋財富管理方案，助客戶達至理財目標。

No matter what your goals are - achieving short-term or long-term savings target, preparing retirement fund or education fund, accumulating wealth for yourself or for your next generations, our multi-faceted wealth management solutions foster customers achieving their saving goals.

## 危疾 Critical Illness

為客戶提供全面危疾保障，應付龐大開支；為自己及摯愛規劃充足的醫療開支儲備。

We offer comprehensive protection on critical illness to relieve customers' financial burden of medical expenses and prepare ample medical expenses reserve for you and your loved ones.

## 人壽 Life Insurance

全方位保障客戶一生，滿足不同人生階段的需求；助客戶計劃充足保障，給予家人多一份的安心。

We cater for individual needs at different life stages with well-rounded protections, giving your family an extra peace of mind by adequate protection coverage.

## 醫療 Medical Care

充份利用集團在醫療健康的優勢，為客戶提供臻至完善的醫療保障及醫療增值服務，滿足終身醫護需要。

By leveraging healthcare strengths and resources of the Group, we offer excellent health coverage and value-added medical services which meet your lifelong medical needs.

## 投資 Investment

助客戶佈局優裕未來，發揮強大財富增值潛力，保存和妥善分配財富。

We help customers plan for a brilliant future and assist them in exerting their financial potential as well as preserving and allocating their wealth.

# 旗艦產品
# Flagship Products

- 提供特高保證回報更屢獲殊榮的「泰尊寶儲蓄保障計劃」
- 每月派發保證現金款額更保證期滿保本的「月月豐收入息計劃」
- 可彈性選擇收取保證現金款額或行使入息選項的「豐泰年年入息計劃」
- 每年派發保證現金款額的「泰賞您儲蓄保障計劃」

- Supreme Saver Protection Plan - offers high guaranteed return and the award-winning savings plan
- Splendid Harvest Income Plan - gives out monthly guaranteed cash payment and guaranteed capital preservation upon maturity
- Superior Harvest Income Plan - provides flexibility on choosing to receive guaranteed cash payment or exercise income option
- Prime Fortune Savings Protection Plan - distributes guaranteed cash payment every year

# 產品投資策略
# Product Investment Strategy

我們採取積極的長線投資政策以達致向客戶說明的保證及非保證利益所需的投資回報。不同類別的產品會配以不同的投資策略及組合，以配合產品的定位及客戶的不同理財目標。資產將根據產品類別進行分類，以對應主要的負債類別並進行投資管理。因此，按該產品類別的特性，資產中的股票、債券、房地產及現金/存款等的比例會有所不同。

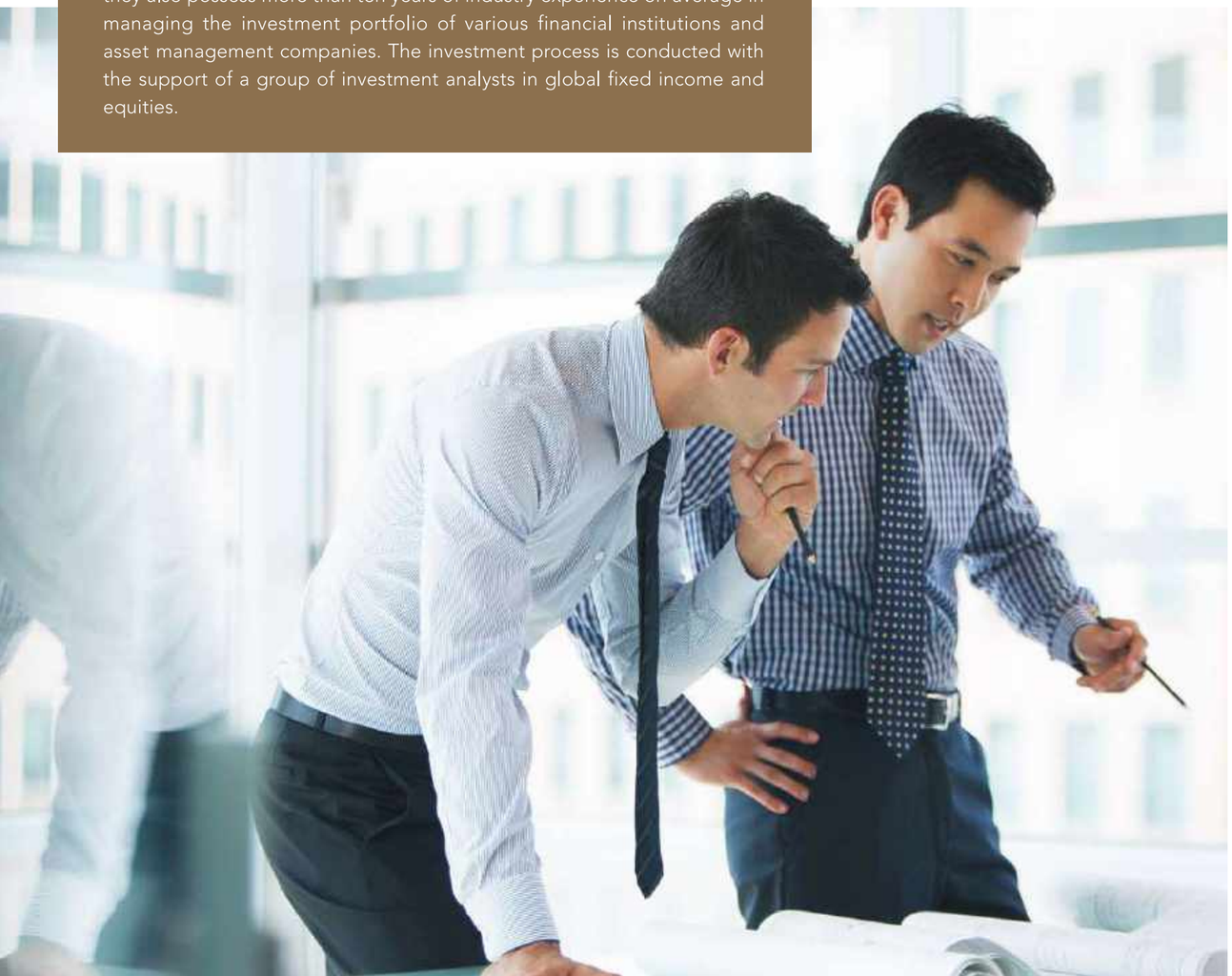
We adopt an active long-term investment policy with the aim of achieving the investment returns for both the guaranteed and the non-guaranteed benefits which have been illustrated to customers. In order to meet the different financial objectives and product propositions, different investment strategies and portfolios will be developed for different product categories. The assets will be notionally segmented to correspond to the major classes of liabilities, according to product categories. Therefore, the mix of equities, bonds, properties and cash/deposits in the asset varies according to the characteristics of the particular product category.

# 專業投資管理團隊

泰禾人壽擁有專業投資管理團隊，由高績效人才組成，成員大多獲得世界知名大學投資相關專業的碩士學位，並擁有多年投資於全球主要市場的經驗，更曾為各大金融機構和資產管理公司管理投資組合，累積行業經驗平均超過十年。團隊中更特設多位資深投資分析師，以其豐富的環球固定收益和股票投資經驗，為投資決策過程提供支援。

# Professional Investment Management Team

The professional investment management team of Tahoe Life is comprised of high-performing talents. Most of them have obtained master degrees in investment related majors from world-renowned universities with years of investment experience in major markets around the globe. Furthermore, they also possess more than ten years of industry experience on average in managing the investment portfolio of various financial institutions and asset management companies. The investment process is conducted with the support of a group of investment analysts in global fixed income and equities.





## 資產配置策略
## Asset Allocation Strategy

我們採用「資產負債匹配」管理方法，建立清晰恰當的投資目標和政策，在增強收益的同時有效地減低風險。投資資產視乎負債的特點，資產主要包括債券、股票、互惠基金、私募基金和商業/住宅物業的直接/間接投資。

We adopt an "Asset-Liability Matching" approach to enable clear, appropriate investment objectives and policies and to match the liability profile in terms of return and risk efficiently. According to the characteristics of the liabilities, the invested assets mainly include bonds, equities, mutual funds, private funds and direct/indirect investment in commercial/residential properties.

### 股票投資 Investment in Equities

我們選股時會根據價值投資的投資理念，並採用全方位的「下而上」及「上而下」方法，對宏觀經濟、政策及公司的基本層面進行徹底分析：

- 注重行業結構和公司在產業價值鏈中的地位
- 偏好入場門檻較高、與供應商和客戶談判能力強，以及態度進取且能幹的管理層的公司
- 分散投資於不同行業和國家，專注管理投資風險

With the investment philosophy of value-investing, we adopt a combination of "bottom-up" and "top-down" approaches, and perform thorough research on macro-economy, policies, and fundamentals before making investments:

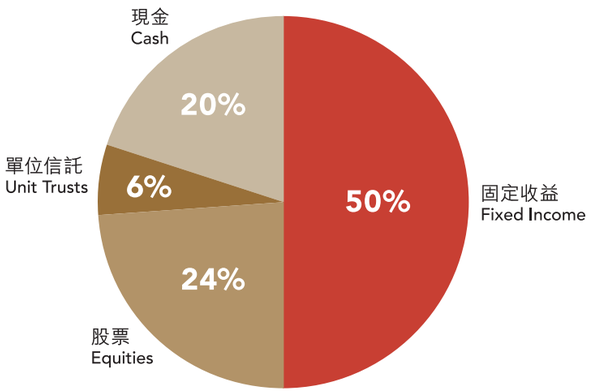
- Focus on industry structure and the company's position within the value chain
- Prefer companies with high growth potential and high barrier to entry, strong pricing power with capable and motivated managers
- Focus on investment risk management by diversifying investment across industries and countries

### 債券投資 Investment in Bonds

- 致力實現穩定正回報，並同時降低整體波動性和下行風險
- 對債券發行商進行深入的獨立信貸研究，並集中投資於具強勁現金流和償還能力的發行商
- 投資不同地域、行業、債券品種和發行商，以分散風險
- 在嚴格的風險管理框架內持續審查投資組合

- Strive for delivering consistent and positive return while minimising overall volatility and downside risks
- Conduct extensive independent credit research on bond issuers, focus on issuers with strong cash flow and repayment ability
- Focus on risk diversification in terms of geographical locations, sectors, security types and issuers
- Continually review portfolio within rigorous risk management framework

### 投資組合 Investment Portfolio




數據截至2018年6月30日 Data as of 30 June 2018

# 獎項

泰禾人壽的產品、品牌推廣及企業管治屢獲殊榮，實力備受業界肯定。

# Awards

Tahoe Life's achievements in product development, brand building and corporate governance are being recognised and awarded by different industry leaders.

## 《指標》財富管理大獎 2018
## BENCHMARK Wealth Management Awards 2018

- 高淨值客戶服務－傑出表現
- 儲蓄產品－傑出表現（泰尊寶儲蓄保障計劃）
- 傑出市場推廣活動獎

- High Net Worth Client Servicing - Outstanding Achiever
- Savings Product - Outstanding Achiever (Supreme Saver Protection Plan)
- Outstanding Campaign Award

實力 品牌大獎 2018 THE OUTSTANDING BRAND AWARDS ECONOMIC DIGEST 經濟一週

## 《經濟一週》主辦的「實力品牌大獎」
## The Outstanding Brand Awards organised by the Economic Digest

- 人壽保險公司
- 儲蓄保險產品（泰尊寶儲蓄保障計劃）

- Life Insurance Company
- Savings Insurance (Supreme Saver Protection Plan)

HONG KONG Leaders' Choice 香港企業領袖品牌2019

## 香港企業領袖品牌 2019
## Hong Kong Leaders' Choice 2019

- 卓越儲蓄保險產品及服務品牌大獎（月月豐收入息計劃）

- Excellent Brand of Savings Insurance Products and Services Award (Splendid Harvest Income Plan)

## 2018中國十大傑出女企業家
## Ten Outstanding Chinese Women Entrepreneurs 2018

- 2018中國十大傑出女企業家－泰禾人壽行政總裁蔡惠儀女士

- Ten Outstanding Chinese Women Entrepreneurs 2018 - Ms Paula Choi, CEO of Tahoe Life

## The Spark Awards for Media Excellence 2018

- 最佳戶外媒體宣傳－銀獎

- Best Media Campaign, Out-Of-Home - Silver

## MARKies 2018

- 最佳多元綜合媒體運用－銅獎
- 最佳戶外媒體宣傳－銅獎

- Best Use of Integrated Media - Bronze
- Best Use of Out-Of-Home - Bronze

## Maze Awards 2018

- 最佳巴士車身－銅獎

- Best Bus Body Campaign - Bronze

# 品牌實力 成就卓越

泰禾人壽在產品研發、客戶服務和宣傳策略等都有傑出表現。在品牌宣傳方面，更投放大量資源，透過有效的策略來建立品牌定位和知名度。

# Brand Strength and Distinguished Performance

Tahoe Life has achieved outstanding performance in product development, customer service and marketing promotion. We have invested substantially in building brand position and awareness through effective marketing strategies.

泰禾人壽以「精彩人生在佈局」為品牌標語，在各個層面積極實踐這份精神，這份「精彩」同樣體現在我們的大型廣告宣傳計劃中。

為配合品牌於2017年底發佈，以初心為題，我們的品牌代言人古巨基先生出現於泰禾人壽的巨型廣告牌，包括香港國際機場、香港海底隧道、香港東區海底隧道、港鐵香港站及巴士車身等。此外，泰禾人壽微電影《初心英雄》更由古巨基先生自編自導自演，深受觀眾歡迎；而微電影主題曲《初心》其後在不同音樂平台發行，亦錄得非常優秀的成績。

By adopting "Craft Your Future" as the brand tagline, we are devoted to applying this motto in every aspect of the company. The spirit of this motto also applies to our mega advertising campaign.

To officially launch the new Tahoe Life brand in late 2017, we worked with our brand ambassador Mr Leo Ku on our brand campaign themed "pursuing dreams". We promoted our brand on mega outdoor billboards across prime areas in Hong Kong International Airport, Cross-Harbour Tunnel, Eastern Harbour Crossing, Hong Kong Station and with the same message carried by buses and so on. Moreover, a Tahoe Life-themed story directed, written and acted by Mr Leo Ku was well received by the audience on different platforms. The theme song of our micro-film "初心"was launched officially afterwards on various music platforms and became a big hit.

泰禾人壽於2018年展開龐大的產品宣傳攻勢，於港、九、新界各個地區透過不同媒體向市民介紹全新保險產品及客戶推廣。

Tahoe Life launched product promotion campaigns in 2018 covering different areas in Hong Kong, aiming to showcase Tahoe Life's flagship insurance products and customer offer to our audience.

我們連續兩年成為《泰禾人壽呈獻古巨基WE我們世界巡迴演唱會－香港站》的冠名贊助商。從《初心》主題曲、《初心英雄》微電影、到《我們》演唱會，古巨基先生將泰禾人壽的品牌精神發揮得淋漓盡致，更唱出屬於他的精彩人生。

We are the title sponsor of "Tahoe Life presents WE Leo Ku World Tour - Hong Kong" for two consecutive years. From the theme song, "初心", of the microfilm, to WE World Tour, Mr Leo Ku has showcased the brand personality of Tahoe Life perfectly and has crafted a wonderful life over the course of his singing career.

為慶祝泰禾人壽全新品牌於2017年底正式誕生，泰禾人壽舉行了盛大品牌發布晚會，約500位政界名人、商界翹楚及娛樂影視紅星雲集，衣香鬢影。嘉賓陣容鼎盛，國際影壇巨星成龍先生到賀及歌影視紅星古巨基先生擔任表演嘉賓。

To celebrate the official establishment of Tahoe Life, a grand launch gala dinner was held in late 2017. Around 500 guests from the political sector, business sector and entertainment industry attended the event. Mr Jackie Chan, the well-known international superstar, had come to celebrate the launch, and Mr Leo Ku, the Hong Kong singer was invited to perform.

泰禾人壽與古巨基先生再度合作，於銅鑼灣鬧市舉行街頭音樂表演，現場參與觀眾超過1,000人。

Tahoe Life organised a busking event in Causeway Bay with Mr Leo Ku. The event received an overwhelming response with over 1,000 audience.

為展示品牌魅力及長遠發展的決心，泰禾人壽的巨型LED燈屏在2018年初於銅鑼灣亮起。璀璨華燈下，泰禾人壽於維港佔一席位，樹立泰禾人壽另一個重要里程碑。

To demonstrate our brand charisma and our determination for long-term development, Tahoe Life's mega rooftop LED sign in Causeway Bay has majestically gone live in early 2018. It is another significant milestone for Tahoe Life. From now on, the magnificence of the Tahoe Life brand starts to shine at the Victoria Harbour in Hong Kong!

# 專業團隊　緊密合作

泰禾人壽團隊擁有不斷求進的專業知識及豐富行業經驗，形成龐大高效的分銷網絡。

# 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.

透過與保險代理團隊、經紀商、直銷隊伍及策略性銀行夥伴的緊密合作，泰禾人壽全方位照顧每位客戶所需，提供優越、體貼的精品人壽服務。

我們亦全面照顧人才培育，務求透過前瞻性的專業培訓及積極實踐，持續提升保險從業員的服務水平。

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.

# 匠心服務　以客為先

泰禾人壽關注客戶需要，致力成為高端人壽保險服務翹楚。為此持續投放資源，匠心打造精品人壽產品，配合高端創新的客戶服務配套，務求優化客戶體驗並加強聯繫。

# Sincere Devotion to Customers

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

## 泰禾薈
## Tahoe Life Customer Service Centre

位於尖沙咀甲級商廈的高端客戶服務中心－泰禾薈，佔地約12,000平方呎，室內設計盡顯中式時尚魅力，設施先進齊全，讓客戶體驗尊貴非凡的一站式保險服務。

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

我們積極研發完善科技配套支援銷售，將尖端科技融入以客為本的服務，貼心照顧客戶每個細微保障需要。

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.

泰禾人壽將繼續竭誠求進，致力與客戶、銷售夥伴、員工及投資者攜手規劃未來，佈局精彩人生。

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.

精彩人生在佈局
Craft Your Future

觀看企業宣傳片
Scan to watch our corporate video

泰禾人壽保險有限公司
（百慕達註冊之有限公司）
Tahoe Life Insurance Company Limited
(Incorporated in Bermuda with limited liability)
客戶服務熱線 Customer Service Hotline: (852) 3767 8777
網頁 Website: www.tahoelife.com.hk

Tahoe 泰禾人壽

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