

泰禾人寿企业概况
Tahoe Life Corporate Brochure



Tahoe
泰禾人寿

30 周年
匠心如初

精彩人生 圆您所想
Realise Your Dreams
for a Brilliant Life



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集团概况

Group Information at a Glance

布局全面 实力雄厚

泰禾投资集团有限公司（以下简称“集团”）由黄其森先生于1993年创办，总资产超过2,801亿元人民币[#]。集团发展始于一份社会责任心，冀愿从客户、社会、以至国际层面，实施全面布局，回馈社会，逐步迈向成就百年基业的目标。

集团业务涉足众多领域，综合业务遍布全球。透过独特的“泰禾+”战略布局，多元化发展，全面为客户提升生活素质和规划生活圈。独特的“泰禾+”战略布局包括地产、保险、医疗健康、文化教育和养老不同业务板块的客户体验，全方位照顾客户一生。凭借其在地产行业的贡献与出众的品牌影响力，集团更荣获“2019年度实力品牌企业”[^]。

Strategic Foresight with Solid Foundation

Tahoe Investment Group Company Limited (hereafter known as the “Group”) was founded by Mr Huang Qisen in 1993 and currently has assets worth more than RMB 280.1 billion[#]. The Group’s success has been driven by the aspiration to make a worthy social contribution and deliver a holistic strategy to benefit customers, the community and even the world as it seeks to become an enterprise with a century of excellence.

The Group is proud of its diversified and integrated business interests across the globe. With an aim to extensively enhance customers’ quality of life and standard of living, the Group implements the “Tahoe+” strategy, which wisely integrates customers’ experience over real estate, insurance, medical and healthcare, culture and education, as well as senior care sectors, to take care of their lifelong needs. The Group was awarded the “Outstanding Enterprise 2019”[^] for its exceptional contributions and power of influence across the real estate industry.

地产 Real Estate

集团多年来匠心建造中而不古的精品房地产项目及配套专业管家服务，致力照顾住客生活所需，提供无微不至的关怀，体验理想舒适的家庭感觉及梦寐以求的豪华生活。

Dedicated to taking care of every single need of the residents, the Group is committed to the development of exceptional boutique residential projects with concierge-style services, fulfilling the dreams of a prestigious life for customers.

保险 Insurance

集团一直于保险板块布局，于2017年成功收购现为泰禾人寿的港澳寿险业务，并于区内迅速发展。在香港业务增长尤其强劲，2019年业绩比较过往三年有超过500%增长*。公司积极采取多元销售渠道策略，为客户带来全面的保险产品及服务。

In 2017, the Group successfully acquired its current life insurance business in Hong Kong and Macau, which collectively became Tahoe Life. Tahoe Life is developing rapidly in the region, demonstrating the success of the Group’s engagement in the insurance sector. The business growth in Hong Kong is particularly strong, with more than 500% growth* recorded over the past three years in 2019. Tahoe Life actively adopts a diversified distribution channel strategy to provide customers with comprehensive insurance products and services.

医疗健康 Medical and Healthcare

集团积极发展医疗业务，于内地主要城市拓展领先国际的完善医疗网络，建立完善的医疗体系，包括国际医院、肿瘤及妇儿专科医院、健康管理中心及诊所等。

The medical and healthcare business is another focus, and the Group has developed a sound medical network in major Mainland cities that meet the highest international standards. Medical establishments include international hospitals, hospitals specialising in oncology, gynaecology and paediatrics, plus healthcare centres, clinics and so on.

文化教育 Culture and Education

集团以中国文化精髓为根本，糅合中西方教育优势，致力培育优秀人才；近年更于福建省内创立首间现代书院“泰禾书院”，亦以北京、上海为核心创立旗舰国际学校，透过教育传承文化。集团更积极推动影视文化发展，创造全国最具个性的文化电影院线。

The Group attaches great importance to nurturing up-and-coming talent and is keen to combine the most essential values of Chinese and Western education. The Group built the Tahoe College which is the first modern college in Fujian. It also established international flagship schools in the core cities in the Mainland, including Beijing and Shanghai. In addition, the Group enthusiastically promotes the development of cultural films and TV programmes, and aims to build a one-of-a-kind cinema chain.

养老 Senior Care

集团极力发展高端养老业务，凭借地产项目的优势，紧密融合集团的医疗健康、文化教育等发展项目，建设适老宜居的服务配套及设施，致力成为中国第一养老品牌。

The Group is proud to be a major player in the high-end senior care sector. With its strengths in real estate, medical and healthcare, and culture and education, the Group provides mature customers with a comprehensive set of premium services and facilities. It strives to become the No.1 brand for senior care in China.

*截至2019年三季度 ^由人民网及中国房地产业协会颁发 *截至2019年12月31日以年度化保费计算

[#]As of 3rd quarter of 2019 [^]Awarded by People’s Daily Online and China Real Estate Association

*Data as of 31 December 2019 and calculated based on the annual premium equivalent



泰禾人寿
Tahoe Life

全方位人寿 匠心服务

泰禾人寿保险有限公司（以下简称“泰禾人寿”或“我们”）扎根香港30年，一直以匠心服务客户一生为企业使命，为客户提供专业及多元化的人寿保障及财富管理服务，与客户携手布局人生每个阶段，实现精彩人生。

泰禾人寿为集团旗下的前瞻性保险业务布局，紧握粤港澳大湾区发展机遇，推进与集团不同业务的协同发展，积极实现“泰禾+”策略，全方位照顾客户一生。

Comprehensive Life Insurance, Ingenious Service

Tahoe Life Insurance Company Limited (hereafter known as “Tahoe Life” or “We”) has built up a strong presence in Hong Kong over the past three decades. Our corporate mission is to serve our customers with sincerity and deliver lifelong benefits. Tahoe Life is committed to providing professional and diversified life protection, wealth management and comprehensive planning services for each life stage, crafting a brilliant life for all customers.

Tahoe Life employs a forward-looking strategy to the Group’s insurance business. We seize every development opportunity presented by the vibrant Guangdong-Hong Kong-Macao Greater Bay Area and collaborate in a variety of businesses with the Group. We actively implement the “Tahoe+” strategy with pride and take care of customers throughout their lives.

我们的愿景

致力成为多元化人寿保险领域的翘楚，为客户、员工、企业和社会持续创造价值。

Our Vision

We aim to be a leading player in the life insurance sector by offering comprehensive insurance solutions and creating values for our customers, employees, business partners and the society.

我们的使命

秉承集团履行社会责任之初心，以全方位保险竭力服务客户。

Our Mission

Adhering to the aspiration of the Group, we embrace corporate social responsibility as a long-term commitment and strive to become a leading insurance company that serves customers for life with passion.

业务屡创佳绩 Success after Success

过去三年，年度化保费共
上升

Over the past three years,
the annual premium
equivalent (APE)

grew by
509%*

过去两年，新业务价值共
上升近

Over the past two years, the
new business value (NBV)
increased by almost

140%*

*截至2019年12月31日

*As of 31 December 2019



我们的价值
Our Values

聚焦大湾区

紧握粤港澳大湾区发展机遇·致力建立百年基业且具有影响力的品牌。

GBA Development

Seizing every opportunity presented by the vibrant Guangdong-Hong Kong-Macao Greater Bay Area ("GBA"), we strive for a century of excellence and to build an influential brand.

稳健可靠

结合集团稳健实力·发展成可靠安心的人寿保险品牌。

Stability and Reliability

Developing into a renowned brand by leveraging on the Group's strong foundation.

年轻活力

以稳中求进之道创新发展·务求领先业界·亦与客户一起成长·成为他们的终身理财伙伴。

Energetic and Dynamic

Developing along the principles of charting a steady course, we aim to build an unrivalled reputation in the industry. We enjoy growing with our customers and becoming their trustworthy, lifelong wealth management partner.

全方位人寿

以全方位人寿保险为产品定位·研发多元及切合客户所需的保险产品。

Life Insurance for all

Positioning ourselves as a holistic life insurance provider, we offer a diverse range of insurance products tailored to each life stage.

匠心服务

匠心照顾不同客户需要·提供贴心服务·贯彻服务客户一生的使命。

Serving with Sincerity

Serving each customer's needs with passion, we are committed to providing tailor-made services over a lifetime.

多元保險 周全保障

泰禾人寿多年来一直用心服务香港，凭借30年的丰富经验，于客户不同的人生阶段，例如投身事业、组织家庭、策划子女教育、计划退休、安排传承等，都能提供全面的解决方案，全力协助客户打好财务基础及准备周全保障，成为客户追求目标和实现梦想的强大后盾。

Extensive Offerings for Comprehensive Protection

Tahoe Life has been serving Hong Kong for 30 years with great passion. With three decades' of experience, we provide solutions that cater to customers' different life stages, such as building a career, starting a family, planning for children's education, preparing for retirement and arranging inheritance. Tahoe Life is also dedicated to building a solid financial foundation and holistic protection for our customers, along with strong, reliable backing, so they can pursue their goals and realise their dreams with confidence.



保障 Protection

我们提供全面的健康医疗、危疾保障及人寿产品，为客户及其挚爱规划充足的财务储备和未雨绸缪。充分善用集团医疗健康业务的优势，为客户提供至臻完善的医疗保障及增值服务，全方位保障客户一生。

We provide customers with a comprehensive and competitive portfolio of health, critical illness and life protection insurance products to secure their financial well-being and safeguard them against unexpected incidents. By leveraging on the business strengths of the Group in the medical and healthcare sector, we offer excellent health coverage and value-added services to customers throughout their lives.



储蓄 Savings

无论是为自己或是下一代建立财富、计划退休或筹备教育基金，我们的多元储蓄产品涵盖各种短期及长期理财目标，为客户策划合适的方案，达成每个不同人生阶段的财富目标。

Whether it's accumulating wealth for yourself or the next generation, or preparing a retirement or education fund, our multi-faceted wealth management solutions can help customers realise their aspirations with short-term and long-term saving targets that align with their financial goals in different life stages.



入息 Income

泰禾人寿一系列的入息策划方案，不单为客户建立稳定的收入来源，更可妥善保存及管理资金，发挥财富增值潜力，助客户筹备梦寐以求的退休生活。

Our income plans not only generate a stable income stream for customers but also protect and manage their wealth. Our goal is to optimise the potential of wealth appreciation, and ensure customers achieve their own ideal retirement life.



传承 Legacy

我们的财富规划及传承方案，助客户将丰硕成果惠及下一代，同时创造财富，让挚爱家人的生活更丰盛安稳。

Our wealth planning and succession solutions help our customers grow their long-term wealth for their next generation, so that they can enjoy the success with their families.



旗舰产品

Flagship Products



市场首创“医疗+重疾”双保障的
泰卫您危疾保障计划

MultiGuard Critical Illness Protection Plan –
pioneers the first-in-market
“Medical + Critical Illness” double protection plan

保障灵活·妥善照顾不同理财需要的
裕泰丰收入息计划

Brighter Future Income Plan –
offers flexible protection to take care of the
different financial needs of customers

每月派发保证现金款额及提供多项财富传承选项的
月月丰收入息计划系列

Splendid Harvest Income Plan Series –
gives out monthly guaranteed cash payment and
offers various wealth succession options

为财富在指定时间内有效及稳定地增值的
泰富保储蓄保障计划系列

Brilliant Saver Protection Plan Series –
grows wealth for customers effectively and
steadily within a specific period of time





屡获殊荣 赢尽口碑

泰禾人寿的产品、品牌推广及企业管治屡获殊荣，实力备受业界肯定。

Awards and Accolades

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



香港保险业大奖2019

- 杰出创意产品/服务大奖 – 人寿保险 (财富管理) 年度三强: 月月丰收2入息计划

Hong Kong Insurance Award 2019

- Most Innovative Product / Service – Life Insurance (Wealth) Top-three finalist: Splendid Harvest 2 Income Plan



大湾区保险大奖 — 香港站2019

- 杰出退休策划产品: 月月丰收入息计划

GBA Insurance Awards – Hong Kong Region 2019

- Outstanding Retirement Planning Product: Splendid Harvest Income Plan



《指标》财富管理大奖

- 退休产品 – 杰出表现 2019: 月月丰收2入息计划
- 高净值客户服务 – 杰出表现 2018
- 储蓄产品 – 杰出表现 2018: 泰尊宝储蓄保障计划
- 杰出市场推广活动奖 2018

BENCHMARK Wealth Management Awards

- Retirement Product – Outstanding Achiever 2019: Splendid Harvest 2 Income Plan
- High Net Worth Client Servicing – Outstanding Achiever 2018
- Savings Product – Outstanding Achiever 2018: Supreme Saver Protection Plan
- Outstanding Campaign Award 2018



香港企业领袖品牌2019

- 卓越储蓄保险产品及服务品牌大奖: 月月丰收入息计划

Hong Kong Leaders' Choice 2019

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



《经济一周》实力品牌大奖

- 人寿保险公司 2019及2018
- 退休策划保险产品 2019: 月月丰收入息计划
- 储蓄保险产品 2018: 泰尊宝储蓄保障计划

The Outstanding Brand Awards by Economic Digest

- Life Insurance Company 2019 and 2018
- Retirement Planning Insurance Product 2019: Splendid Harvest Income Plan
- Savings Insurance 2018: Supreme Saver Protection Plan

The Spark Awards for Media Excellence 2018

- 最佳户外媒体宣传 – 银奖
- Best Media Campaign, Out-Of-Home – Silver

MARKies 2018

- 最佳多元综合媒体运用 – 铜奖
- 最佳户外媒体宣传 – 铜奖
- Best Use of Integrated Media – Bronze
- Best Use of Out-Of-Home – Bronze

Maze Awards 2018

- 最佳巴士车身 – 铜奖
- Best Bus Body Campaign – Bronze

品牌实力 成就卓越

泰禾人寿积极拓展业务，矢志发展成为全方位人寿保险领域的翘楚。30年来，一直在产品研发、客户互动和宣传策略等方面均有杰出表现，提升推广效益，建立泰禾人寿品牌的定位和知名度，让业界和客户熟悉。

Outstanding Brand Performance

Tahoe Life aims to be a leading life insurer in the industry by expanding our business and offering an extensive range of insurance solutions. In the past three decades, we have made outstanding achievements in product innovation, customer engagement and branding strategies. These remarkable accomplishments have greatly reinforced Tahoe Life's brand position in the marketplace and created considerable awareness to customers and different stakeholders.



泰禾人寿以“精彩人生在布局”为品牌标语，在各个层面积极显示这份精神，当中包括我们的广告宣传。于2018年、2019年及2020年均推出多项大型的品牌及产品宣传攻势，通过不同媒体于香港岛、九龙、新界各个地区推广旗舰寿险产品及客户优惠。

We are keen to apply our brand motto "Craft Your Future" to every aspect of the business, including advertising campaigns.

To increase brand exposure of Tahoe Life, large-scale brand and product promotion campaigns were launched in 2018, 2019 and 2020 consecutively. The campaigns showcase our insurance products and customer offers through different media to reach our target customers.



歌影视红星古巨基先生担任泰禾人寿的品牌代言人，推出一连串以初心为题的宣传攻势，包括户外广告、微电影《初心英雄》及其主题曲《初心》，于闹市举行街头音乐表演。为进一步提升品牌知名度及传播度，泰禾人寿更连续两年冠名赞助古巨基世界巡回演唱会。

We invited pop star Mr Leo Ku to be the brand ambassador for Tahoe Life. We launched a series of brand campaigns with the theme of "pursuing dreams" including outdoor commercials, a microfilm and its theme song "初心", as well as a busking event on busy streets. To further enhance brand recognition and engagement, Tahoe Life was the title sponsor of Mr Leo Ku's world tour concert for two consecutive years.



为展示品牌魅力及长远发展的决心，泰禾人寿的巨型LED灯屏于维多利亚港沿岸亮起，奠定泰禾人寿另一个重要里程碑及集团于香港发展的基石。

Tahoe Life additionally demonstrated our brand character and commitment to long-term development with a mega rooftop LED sign along the Victoria Harbour. This significant milestone brought further recognition to Tahoe Life and the Group from the city.

专业团队 庞大网络

泰禾人寿的专业团队拥有丰富的知识及行业经验，秉承以客为本，竭力匠心服务客户的理念，与客户建立良好的信任及深厚的关系。透过与保险代理团队、策略性银行伙伴、经纪商及直销队伍的紧密合作，建构高效的多元销售渠道，照顾每一位客户的不同需要，提供全面、优越和体贴的全方位人寿服务。

Professional Team and Distribution Network

With profound expertise and solid experience in the industry, Tahoe Life's professional team has a strong belief in customer centricity. We have built close connections and gained the trust of our customers. By working with our agents, strategic bank partners, brokers and direct sales teams, an extensive distribution network is formed to cater for every need of each customer with comprehensive and thoughtful insurance services.



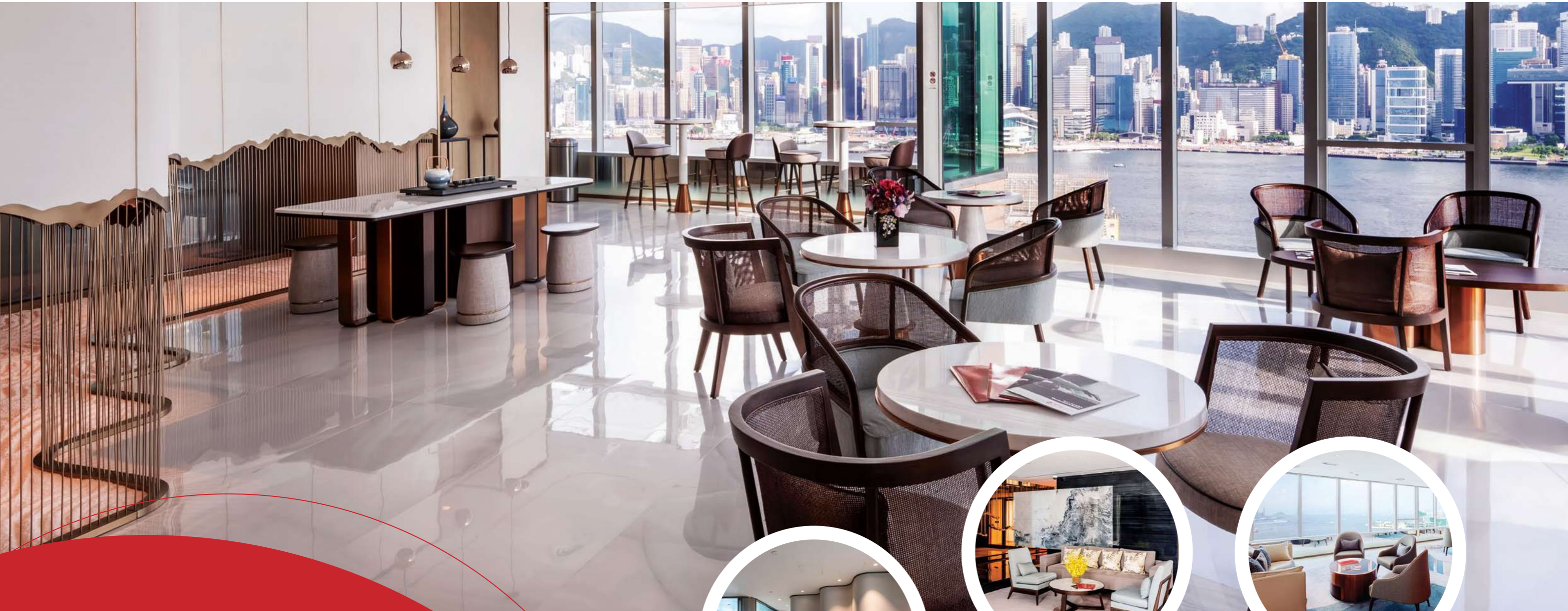
精英培训

此外，培训行业精英是不可或缺的重要一环；通过前瞻性的企业培训及积极实践，强化员工自身的专业素质和能力，务求提升竞争力和致力为客户持续提高服务水平。

Nurturing New Talent

Nurturing up-and-coming talent is crucial to our success. Through visionary training and continuous practice, we strengthen the professionalism and competence of employees and enhance our competitiveness in the market.





匠心服务 以客为先

泰禾人寿致力塑造人寿保险的非凡的客户体验，并持续投放资源优化客户服务，融入更多高端设施配套，贴合不同客户需要。

Sincere Service to Customers

Tahoe Life is committed to delivering exceptional customer experience in life insurance, and is continuously investing resources to optimise customer services. We bring superior facilities and equipment across our services to respond to the needs of all kinds of customers.



泰禾荟

以匠心打造的高端客户服务中心“泰禾荟”，位于尖沙咀商业核心地段，占地多达12,000平方呎，高雅的中式设计，先进齐全的设施，多角度维港景致，提供星级私人会所式服务及设施配套，让客户感受尊贵的人寿体验。

Tahoe Club

Our exclusive customer service centre, the Tahoe Club, is situated in the heart of Tsim Sha Tsui with impressive views over Victoria Harbour, and covers 12,000 square feet. The interior design exudes oriental elegance, and the services and facilities offered are similar to a private club. Customers can experience extraordinary premium life insurance services from this prestigious setting.

高端智能配套

我们积极研发完善科技配套支援销售，将科技融入以客为本的服务，贴心照顾客户每个细微保障需要。

High-end Intelligence System

We are committed to developing cutting-edge technology to support our distribution effort. By incorporating the latest technology to our customer-oriented services, we offer attentive, detail-oriented provision to all.



精彩人生 圆您所想

泰禾人寿将继续竭诚求进，致力与客户、员工、企业和社会携手规划未来，布局精彩人生，沿途守护，完成心中所想。

Realise Your Dreams for a Brilliant Life

Tahoe Life makes every effort to strive for excellence and help customers realise their dreams. Through comprehensive, all-round services, Tahoe Life crafts a brilliant future for our customers, employees, business partners and the society.

精彩人生在布局
Craft Your Future



观看最新企业宣传片

Scan to watch our
latest corporate video

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(百慕达注册之有限公司)
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网页: www.tahoelife.com.hk

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