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PRESS RELEASE

“VITA – SONG LAC QUAN” – comprehensive protection, effective savings, flexible planning

HCM City, 06 March 2019 – Generali Vietnam Life Insurance LLC (“Generali”) has officially launched the product “VITA – Song Lac Quan” (VITA – Live Optimistically). This is an outstanding financial solution that combines protection, savings and investment features in one policy for the whole family.

Being a pioneer in offering differentiated products and services basing on “Simpler, Smarter, Customer Centric” motto, Generali has officially launched a new product named “VITA – Song Lac Quan” with outstanding benefits as following:

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- **Comprehensive protection:** customers will be comprehensively protected against 111 critical illness (CI) including CI for children, early-stage CI, late-stage CI and Diabetics Complication. The payment of CI benefits could be multiple and up to 600% Sum Assured.
- **Effective savings:** customers can enjoy attractive crediting rate regardless of tenor or invested amount. In addition, customers will receive appealing regular bonus on every 03 Policy years and maturity benefit of 100% Policy Account Value.
- **Flexible planning:** Customers can choose to attach Riders to enhance protection for them and their beloved families. They can also top up to earn appealing crediting rate of Universal Life fund when they have idle capital. Moreover, from Policy year 5 onward customers can flexibly pay premium depending on their need and financial affordability and can make partial withdrawals from their Policy Account Value for their short-term needs.

Ms. Tina Nguyen – Generali Vietnam CEO remarks at the launching event of “VITA – Song Lac Quan”: “VITA – Song Lac Quan” is a perfect combination of Generali Vietnam’s two well-known products: VITA – Bao An Toan Dien and VITA – Song Tu Tin. With this new product, we would like to bring customers the most comprehensive protection as well as safe, effective and flexible investment. We believe that “VITA – Song Lac Quan” will provide our customers with absolute peace of mind so that they can live optimistically everyday.”

GENERALI GROUP

Generali is an independent, Italian Group, with a strong international presence. Established in 1831, it is among the world’s leading insurers and is present in over 50 countries, with total premium income exceeding €66 billion in 2018. With nearly 71,000 employees in the world and 61 million customers, the Group has a leading position in Western Europe and an increasingly significant presence in Central and Eastern Europe as well as in Asian.



GENERALI VIETNAM

Generali Vietnam is a member of Generali Group. After eight years of operation, Generali Vietnam currently has a nationwide network of over 60 GenCasa (agency offices) and customer service centers, serving approximately 200,000 clients including individuals and insured members of domestic and foreign businesses in Vietnam.

With the motto of “Simpler, Smarter and Customer centric”, Generali Vietnam commits to bringing world-class quality insurance through innovative product offerings, wide distribution network and revolutionary customer experience. Generali takes pride in our strong focus on customer experience and has been rewarded 2017 & 2018 “Best Customer Service” award and 2018 “Most Innovative Insurance Company” award by International Finance Magazine, 2017 “Excellent Brand” award by Vietnam Enterprise Development Science Union and 2017 & 2018 “Golden Dragon” Award by Vietnam Economics Times.