



16.09.2019
PRESS RELEASE

Generali Vietnam launches “VITA – Sống Thịnh Vượng” – a unit-linked insurance product with investment funds managed by VinaCapital and VFM

HCM City, 16 September 2019 – Generali Vietnam Life Insurance LLC (“Generali”) officially launched the product “VITA – Sống Thịnh Vượng” (VITA – Live Prosperously). This is a 2-in-1 insurance solution that helps provide customers with both an effective investment channel and a comprehensive protection plan.

Ms. Tina Nguyen – Generali Vietnam CEO said: “*VITA - Sống Thịnh Vượng’s key competitive differentiator in the Vietnam life insurance market is the fact that it helps customers optimize investment results when the four investment-linked funds are managed by VinaCapital and VFM - the top two fund management companies in Vietnam. In addition, customers can customise their investment options with flexible selection of funds to better suit their personal risk appetite and return expectation. Generali’s customers can also change up their investment plan among these four funds throughout the year.*”

“*As a strong testament for Generali’s motto of “Simpler, Smarter, Customer centric”, this 2-in-1 insurance product meets customer’s needs for a comprehensive protection plan against life’s risks and an additional preeminent investment channel,*” Ms. Tina Nguyen added.

VITA - Sống Thịnh Vượng’s competitive benefits:

Effective Investment:

- Customers can choose among four investment funds that best suit their return expectation and risk acceptance level.
- These investment funds are managed by the top two fund management companies in Vietnam, which helps optimize investment results for customers by leveraging each companies’ unique strength and advantages.
- Customers can switch funds, withdraw money, top up premium, change funds allocation ratio, premium holidays, etc..
- Customers enjoy attractive benefits and rewards such as Regular Bonus equivalent to 3% of Policy Account Value and Special Bonus of upto 225% first year premium.

Comprehensive Protection:

- Customers are comprehensively protected and assured of 100% Sum Assured and Policy Account Value in the event of Death or Permanent Dismemberment.
- Customers are paid an addition of 100% Sum Assured in the event of Accidental Death.
- Customers are protected against other events such as critical illnesses, hospitalization, etc when adding riders.

Head of Communications & CSR
Nguyễn Huyền My (Ms)

17/F, A&B Tower, 76 Le Lai, Dist.1,
Ho Chi Minh City, Vietnam
T +84 28 6288 68888
F + 84 28 62916308
E : my.nguyen.h@generali-life.com.vn

Generali Vietnam Life Insurance LLC
17/F, A&B Tower, 76 Le Lai, Dist.1,
Ho Chi Minh City, Vietnam
T +84 28 6288 68888
F + 84 28 62916308
E : info@generali-life.com.vn

www.generali-life.com.vn



GENERALI GROUP

Generali is one of the largest global insurance and asset management providers from Italy. Established in 1831, Generali is present in over 50 countries, with total premium income exceeding €66 billion in 2018. With nearly 71,000 employees serving 61 million customers globally, Generali has a leading position in Europe and an increasingly significant presence in Asia.

GENERALI VIETNAM

Generali Vietnam is a member of Generali Group. After 8 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 insurance solutions through innovative product offerings, wide distribution network and revolutionary customer experience. Generali Vietnam takes pride in our strong focus on customer experience and won 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 the *Vietnam Economics Times*.

VINACAPITAL which was founded in 2003, is a leading investment management firm headquartered in Vietnam, with a diversified portfolio of more than USD3 billion in assets under management. The firm’s flagship closed-ended VinaCapital Vietnam Opportunity Fund Limited trades on the Main Market of the London Stock Exchange. Being named “Best Fund House – Vietnam” for 2018 and 2019 by Asia Asset Management, VinaCapital has expertise spanning a full range of asset classes including capital markets, private equity, real estate, venture capital, and fixed income.

VIETFUND MANAGEMENT (VFM) is the first domestic fund management company in Vietnam. VFM is a subsidiary of Dragon Capital and currently having the largest assets under management (AUM) with more than 50% market shares among public equity funds in Vietnam. VFM has built an extensive network and close partnerships with leading securities companies and service providers in the industry in order to provide the most professional fund management service..