

Keyman Protection

Every company has its key executives who are vital to the success of the business. If one of these personnel becomes critically ill, suffers a total and permanent disability or passes away, it could have a significant negative impact on the company's operation. Life Insurance with keyman protection is tailored to the protection needs of your company's key executives, providing appropriate financial support to help keep your business running under challenging circumstances.

Benefits

- ◆ Comprehensive protection solutions
 - A suite of coverage on critical illness, total and permanent disability¹ and death to protect your company from the adverse financial consequences when a key executive suffers from such unfortunate event.
 - The proceeds of life insurance provide instant cash for company to cover the sudden cash flow needs upon the unfortunate event of a key executive's death.
 - Critical illness benefit pays out a benefit when a designated insured key executive is being diagnosed with one of the listed critical illnesses.
- ◆ May assist to acquire funds for expansion by using the cash value of a life insurance policy as a loan collateral
 - Cash value may assist business to secure a line of credit and as loan collateral².
 - Keyman protection may be recognised as one of your financial assets by banks².
- ◆ Provide essential liquidity to help you:
 - Identify a potential buyer and set a fair purchase price for your business interest before you pass away.
 - Maintain business continuity.
 - Boost creditors' confidence by assurance of a smooth transition.
 - Help assure customers of continued provision of the company's products and services.
 - Cover the expenses of recruiting and training a suitable replacement.
 - Help maintain goodwill and/or offset profit loss.

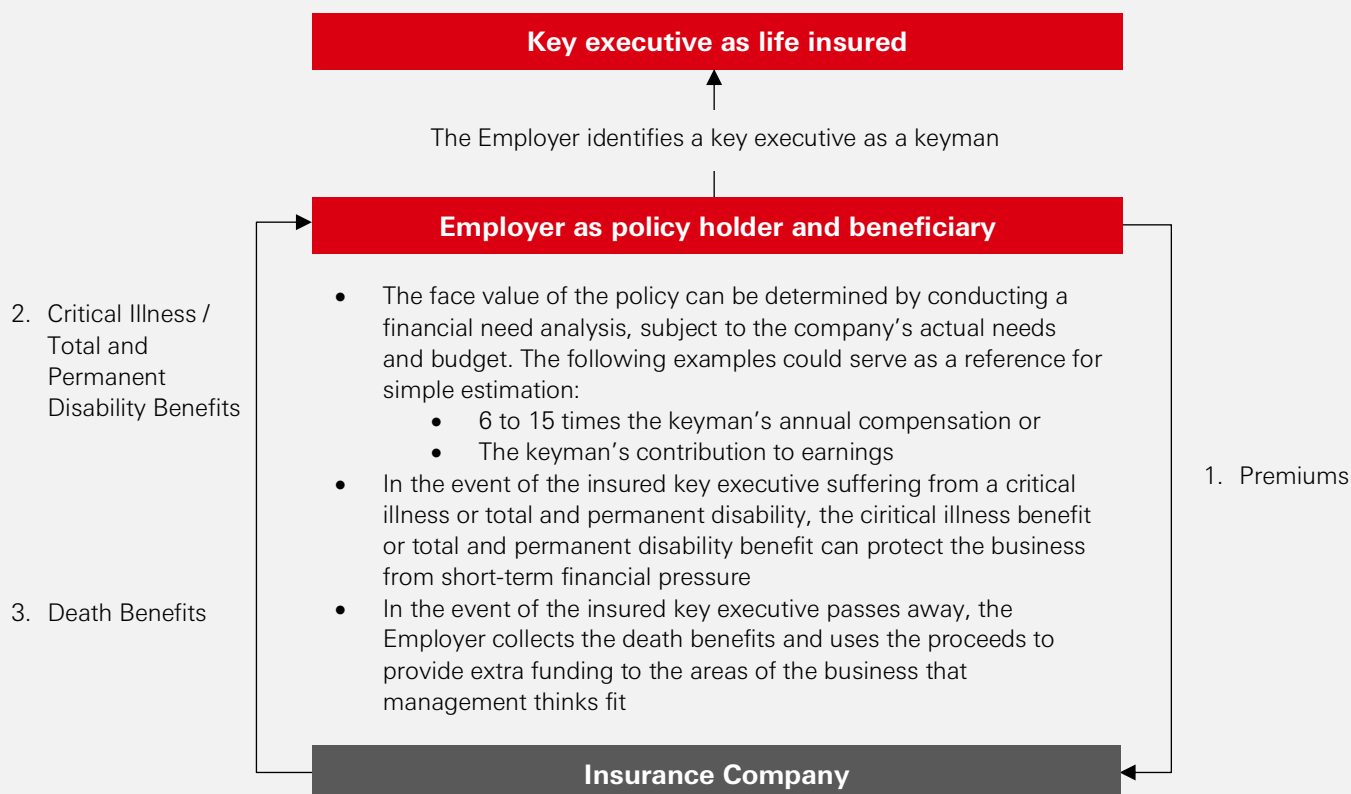
¹ The product features stated above could be from more than one individual life insurance plan. The availability of critical illness benefit and/or total and permanent disability benefit are subject to the terms of the relevant insurance policy. Please refer to the Product Brochure of the relevant insurance plan for more details.

² Whether cash value from insurance policy will be recognised as loan collateral by banks/lenders, and whether keyman protection will be recognised as one of the financial assets by banks will depend on the actual cash value of the policy with due consideration to fees / charges / fluctuation of the cash value involved and the bank's/lender's view of the insurer's credibility and may also include other factors. This cannot be guaranteed.

The product features stated above could be from more than one individual life insurance plan. Please note that insurance product features vary among different plans and are subject to underwriting approval. Please refer to the Product Brochure of the relevant insurance plan for more details. It is recommended that you seek advice from our Insurance Sales Managers if you are looking for any specific product feature.

How does it work?

The information shown below is intended as a hypothetical case, it is a general summary and for illustration purpose only.



What's next?

For more information about our keyman protection solutions, please visit any HSBC Business Banking Centre, call 2748 8238 or speak with your Relationship Manager for referral to an Insurance Sales Manager.

Important Notes:

- All figures above are illustrative. They are neither guaranteed nor based on past performance. Actual figures may differ.
- All life insurance products are underwritten by HSBC Life (International) Limited (incorporated in Bermuda with limited liability). Policyholder is subject to the credit risk of HSBC Life (International) Limited. If the policyholder discontinues and / or surrenders the insurance plan in the early policy years, the amount of the benefit he / she will get back may be considerably less than the amount of the premium he / she has paid. Any insurance products mentioned in this document are not equivalent to any bank deposit or savings.
- HSBC Life (International) Limited is incorporated in Bermuda with limited liability, and is one of the HSBC Group's insurance underwriting subsidiaries. HSBC Life (International) Limited is authorised and regulated by the Insurance Authority (IA) of the Hong Kong SAR to carry on long-term insurance business in the Hong Kong SAR.
- The Hongkong and Shanghai Banking Corporation Limited ("HSBC") is an insurance agency authorised by HSBC Life (International) Limited.
- The information shown in this document is for reference only and shall not constitute any recommendation or advice to any person or prospective customer. You may consider to seek independent professional advice on keyman protection. The information in this document is not a substitute for professional advice. You should not make any decision or act solely on the basis of any information provided in this document without seeking specific professional advice.
- The policyholder is subject to the credit risk of HSBC Life (International) Limited. Your premiums paid will form part of the assets of HSBC Life (International) Limited. You do not have any rights or ownership over any of those assets. Your recourse is against HSBC Life (International) Limited only.
- In respect of an eligible dispute (as defined in the Terms of Reference for the Financial Dispute Resolution Centre in relation to the Financial Dispute Resolution Scheme) arising between HSBC and you out of the selling process or processing of the related transaction, HSBC is required to enter into a Financial Dispute Resolution Scheme process with you; however, any dispute over the contractual terms of the above insurance products should be resolved between HSBC Life (International) Limited and you directly.
- This document contains general information only. It does not constitute any offer for any insurance product. For product details, terms, conditions and exclusions, please refer to the relevant policy contracts, policy provisions, product brochures and policy proposals.