

Cigna launches brand campaign in Hong Kong

Innovative integrated marketing campaign showcases Cigna's "All The Way" partnership with customers to enhance health and well-being through a real customer story

HONG KONG – September 5, 2016 Cigna Worldwide Life Insurance Company Limited and Cigna Worldwide General Insurance Company Limited ("Cigna Hong Kong") has unveiled today an integrated marketing campaign in Hong Kong, designed to showcase the company's capabilities and the solutions it delivers for customers. Led by digital and social media channels with outdoor advertisements, the campaign is part of Cigna's first ever regional brand campaign for key international markets.

The campaign, themed "All The Way, Means All The Way", builds on Cigna's global wellness mission to improve customers' health, well-being and sense of security. It follows Cigna's global positioning, "Together, All The Way", and reinforces the fact that Cigna goes beyond providing insurance services – it is also a trusted partner which supports its customers, helping them to live well and stay well – physically, financially and emotionally.

"This new campaign illustrates Cigna's comprehensive product portfolio and our dedication in working together with our customers all the way to enhance their health and well-being," said **Austin Marsh, Chief Executive Officer and Country Manager, Cigna Hong Kong**. "I am very excited by the Hong Kong launch of this campaign which showcases our capabilities in serving our customers throughout different stages of their life journeys."

Inspired by a real customer story, the 45-second, 30-second and 15-second videos demonstrate how Cigna delivers above and beyond expectations for its customers. It highlights Cigna's role as a true partner in wellness, telling the story of a customer facing a worrying dilemma when his health did not improve after heart surgery. Cigna's HealthFirst Elite Medical Plan provided the customer Second Medical Opinion Services¹ through a worldwide network of medical experts. The new path opened to the customer enabled him to avoid unnecessary surgery.

Cigna HealthFirst Elite Medical Plan provides worldwide medical protection and Second Medical Opinion Services¹. It has an annual coverage of up to HKD23.8 million with no life time cover limit, including a range of hospital and surgical benefits and cashless hospitalization², offering one of the best health protection solutions in the market tailored to our customers' needs.

"We are breaking new ground with our digitally-led approach, which we believe is distinct in the insurance industry," said **DJ Choi, Chief Marketing Officer, International Markets, Cigna**. "Our innovative approach reflects the changing needs of our customers who increasingly expect to receive information in a mobile-friendly way. This campaign encapsulates what our business stands for – that we are here for our customers and that we will always go a step further for their well-being."

Jason Sadler, President, International Markets, Cigna said, “To support our growth and continue on our current trajectory, we are actively strengthening brand awareness across our key international markets. We remain focused on serving our customers and building on recent efforts to fuel business innovation and make the best use of new digital technologies. This campaign attests to our considerable strengths in these areas.”

Click the below links to watch the videos on Cigna Hong Kong’s YouTube page:

45 second video:

<https://youtu.be/Zdloipi12YA>

30 second video:

<https://youtu.be/p1DMC6qwxm4>

15 second video:

https://youtu.be/4Z_DiiXhT7g

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Notes

1. Second Medical Opinion Services is a complimentary benefit for Cigna HealthFirst Elite Medical Plan customers. It offers customers with an alternative medical opinion from a global pool of experts based at world-class institutions via our appointed international medical network, allowing customers to make better-informed decisions.
2. Pre-approval is required for cashless hospitalization.

About Cigna

Cigna Corporation (NYSE:CI) is a global health service company dedicated to helping people improve their health, well-being and sense of security. All products and services are provided exclusively by or through operating subsidiaries of Cigna Corporation, including Connecticut General Life Insurance Company, Cigna Health and Life Insurance Company, Life Insurance Company of North America and Cigna Life Insurance Company of New York. Such products and services include an integrated suite of health services, such as medical, dental, behavioral health, pharmacy, vision, supplemental benefits, and other related products including group life, accident and disability insurance. Cigna maintains sales capability in 30 countries and jurisdictions, and has more than 90 million customer relationships throughout the world.

About Cigna Hong Kong

Since its presence in Hong Kong in 1933, Cigna Hong Kong has been offering insurance solutions at the right place and the right time, providing advice to customers throughout the different stages of their life journey. Cigna delivers comprehensive health and wellness solutions to employers, employees and individual customers.

Leveraging an extensive global healthcare network, Cigna provides group medical benefits that are suitable for international companies with a worldwide workforce, but also tailor cost-effective plans for local small and medium-sized enterprises that fit specific needs of the company and its employees. For individual customers, Cigna offers a full suite of health insurance products that caters to consumers' diverse needs.

For more details, please visit www.cigna.com.hk.

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