



Standard Life

標準人壽

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About Standard Life

認識標準人壽

Standard Life (Asia) Limited (“Standard Life”), established in 1999 and registered as an authorised insurer in Hong Kong, is a subsidiary of the Standard Life plc (the “Group”) and committed to Hong Kong and the Asian region. Partnering with independent financial advisers and other financial institutions, Standard Life provides wealth management solutions focusing on investment-linked insurance plans to help customers accumulate wealth. In June 2009, Standard Life became the first insurer in Hong Kong to successfully achieve the internationally recognised BSI ISO 27001 Information Security Management System (ISMS) Certification.

Established in 1825, Standard Life plc is a leading provider of long term savings and investments to around 6 million customers worldwide. Headquartered in Edinburgh, the Group has around 9,000 employees internationally and operates across UK, Canada, Europe, Asia Pacific and globally through Standard Life Investments, a global investment manager. At the end of June 2012 the Group had total assets under administration of £204.2bn.

Standard Life plc is listed on the London Stock Exchange becoming a top FTSE 100 corporation. Standard Life Assurance Limited, a subsidiary of the Group, is rated as “A+” by Standard & Poor’s* and “A1” by Moody’s Investors Service** in terms of long-term credit rating.

* Data as at June 2012

** Data as at June 2012

All figures at 30 June 2012

標準人壽保險(亞洲)有限公司(「標準人壽」)於1999年在香港註冊成立為一家獲授權的保險公司，為標準人壽股份有限公司(「本集團」)的附屬公司，專注於香港及亞洲區業務。本公司與多間獨立理財顧問及金融機構合作，為客戶提供財富管理方案，並推出一系列的投資相連保險計劃，協助客戶累積財富。在2009年6月，標準人壽更成為香港首間於全公司應用資訊安全管理系統並獲取BSI ISO 27001認證的保險公司。

標準人壽股份有限公司成立於1825年，是一間具領導地位，專注為全球約六百萬位客戶提供長線儲蓄及投資服務的公司。總部設於愛丁堡，本集團於國際擁有約9,000名僱員，業務遍及英國、加拿大、歐洲、亞洲，並以環球投資經理 - 標準人壽投資於全球運作。截至2012年6月底，本集團的管理資產總值達2,042億英鎊。

本集團於倫敦交易所上市(股份編號:SL.L)，並成為英國富時(FTSE)100指數的頂級企業之一。本集團旗下子公司Standard Life Assurance Limited憑著雄厚的財政實力，分別獲得標準普爾評為「A+」*以及獲穆迪投資者服務評為「A1」**的長期信貸評級。

* 資料截至二零一二年六月

** 資料截至二零一二年六月

所有數字截至二零一二年六月三十日

Achievements

卓越成就

Standard Life continues to be recognised

- ▶ “Best Self-Invested Personal Pension (SIPP) Provider” by Professional Adviser Awards in 2011
- ▶ “Company of the Year” and “Top SIPP Provider of the Year” at the Money Marketing Awards 2011
- ▶ The overall “strongest” platform provider with a “B+ rating” by AKG Actuaries and Consultants Ltd in 2010
- ▶ “Best Online Service Award” at the Investment, Life and Pension Money Facts Awards 2010
- ▶ “Carbon Emission Performance” at the Green Business Awards in 2010
- ▶ A triple eee rating by the Financial Technology Research Centre in 2006-2010
- ▶ The Best Pension Provider at the Money Marketing Awards 2004-2009
- ▶ 5 Star “Life and Pensions Provider” at the Financial Adviser Service Awards in 2010

標準人壽集團屢獲殊榮

- ▶ 2011年Professional Adviser Awards 獲選最佳個人退休金供應商 (Best Self-Invested Personal Pension (SIPP) Provider)
- ▶ 2011 Money Marketing Awards選出，在金融業界被譽為奧斯卡獎的2011「年度最佳公司」獎項(Company of the Year)及「最佳個人投資退休產品供應商」(Top SIPP Provider of the Year)
- ▶ 2010年AKG Actuaries and Consultants Ltd 評為B+最強平台服務商
- ▶ 2010年Investment, Life and Pension Money Facts Awards最佳網上服務大獎
- ▶ 2010年Green Business Awards碳排放表現大獎
- ▶ 2006至2010年獲金融科技研究中心 (Financial Technology Research Centre) 頒發eee獎項
- ▶ 2004至2009年被Money Marketing Awards評為最佳退休金產品供應商 (Best Pension Provider)
- ▶ 2010年財務顧問服務大獎(Financial Adviser Service Awards)五星級人壽及退休金產品供應商

With the support of our Group, we are striving to provide tailor-made products and quality services to help you plan and grow your wealth.

在標準人壽集團的支持下，我們致力提供切合您需要的產品及優質服務，協助您積聚財富及提升生活質素。



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In June 2009, Standard Life became the first insurer in Hong Kong to successfully achieve the internationally recognised BSI ISO 27001 Information Security Management System (ISMS) Certification across the entire company. The certificate is a clear testimony to Standard Life’s success in customer information protection. It provides the strongest assurance that the service level of Standard Life has reached world-class standards.

標準人壽保險(亞洲)有限公司(「標準人壽」)於1999年在香港註冊成立為一家獲授權的保險公司，為標準人壽股份有限公司(「本集團」)的附屬公司，專注於香港及亞洲區業務。本公司與多間獨立理財顧問及金融機構合作，為客戶提供財富管理方案，並推出一系列的投資相連保險計劃，協助客戶積累財富。

在2009年6月，標準人壽更成為香港首間於全公司應用資訊安全管理系統並獲取BSI ISO 27001認證的保險公司。此認證足以證明標準人壽能成功保護客戶資訊，並顯示我們的服務水平已達至國際標準。



ISO 27001
IS 546576



Helping you create your future

助您計劃未來

We want to support all our customers when it comes to planning for the future. So we make sure we are one of the easiest companies to deal with at every touch point in our business operation.

All our products, services and solutions are designed to meet your needs consistently and effectively and to evolve as these needs change in the future. We also aim to help you invest your money better than you could on your own and build a relationship that is beneficial and supportive over the long term.

當客戶需要計劃未來時，我們定當支持他們。所以，我們要在業務各方面成為其中一間最易於合作的公司。

我們所有產品、服務及解決方案旨在為您提供貫徹始終及有效率的服務，以配合您未來的需要。我們旨在助您更有效地投資您的金錢並建立長期互惠互利及互相支持的關係。

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Corporate responsibility – listening, invest responsibly and integrity

- ▶ We listen to our customers' needs and build trust with them
- ▶ We invest customers' money responsibly
- ▶ We act with high integrity and in customers' best interest

Products and services – tailor-made, holistic and high quality

- ▶ We provide customers and our intermediaries with market leading propositions which integrate innovative products, quality services and pioneering technology
- ▶ We tailor life insurance, savings and investment plans to fit in your specific financial needs
- ▶ We provide the widest investment choices fund platform in the market for your selection

Business partners – reputable, professional and reliable

- ▶ Our products are made available through independent financial advisers and quality financial institutions
- ▶ We partner with global investment managers to provide you with a range of investment choices designed to meet your changing needs

企業責任 – 聆聽、負責任的投資及誠信

- ▶ 我們細心聆聽客戶的需要並建立互信的關係
- ▶ 我們以負責任的態度為客戶作出投資
- ▶ 我們高度誠信，以客戶利益為大前提

產品與服務 – 度身訂造、全面及優質

- ▶ 我們為客戶及中介人提供結合創新產品、優質服務及嶄新科技的領導市場方案
- ▶ 我們度身訂造人壽保障、儲蓄及投資計劃，迎合您特定的財務需要
- ▶ 我們提供市場上最多投資選擇的基金平台，讓您有更多選擇

商業合作夥伴 – 聲譽卓越、專業及可靠

- ▶ 您可以透過獨立理財顧問及優質的金融機構查詢我們的產品及服務
- ▶ 我們與世界著名的投資經理合作，為您提供一系列的投資選擇，滿足您不同階段的需要

Find out more 欲知更多詳情

Talk to your financial adviser for advice on how to plan for your financial future.
請與您的理財顧問，一同策劃您的未來理財大計。

Standard Life (Asia) Limited
標準人壽保險(亞洲)有限公司

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(Mon – Fri, 9:00am – 5:30pm)
(星期一至五，早上九時至下午五時三十分)

www.standardlife.hk

Standard Life (Asia) Limited is a subsidiary of Standard Life plc
標準人壽保險(亞洲)有限公司為標準人壽股份有限公司的附屬公司

商界展關懷
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