

泰禾人壽企業概況
Tahoe Life Corporate Brochure



Tahoe
泰禾人壽

Craft Your Future
精彩人生在佈局

精彩人生 圓您所想
Realise Your Dreams
for a Brilliant Life



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集團概況

Group Information at a Glance

佈局全面 實力雄厚

泰禾投資集團有限公司（下稱「集團」）由黃其森先生於1993年創辦，總資產超過2,801億元人民幣[#]。集團發展始於一份社會責任心，冀願從客戶、社會、以至國際層面，實踐全面佈局，回饋社會，逐步邁向成就百年基業的目標。

集團業務涉足多個領域，綜合業務遍佈全球。透過獨特的「泰禾+」戰略佈局，多元化發展，全面為客戶提升生活質素和規劃生活圈。獨特的「泰禾+」戰略佈局包括地產、保險、醫療健康、文化教育和養老不同業務板塊的客戶體驗，全方位照顧客戶一生。憑藉其在地產行業的貢獻與出眾的品牌影響力，集團更榮獲「2019年度實力品牌企業」[^]。

Strategic Foresight with Solid Foundation

Tahoe Investment Group Company Limited (hereafter known as the "Group") was founded by Mr Huang Qisen in 1993 and currently has assets worth more than RMB 280.1 billion[#]. The Group's success has been driven by the aspiration to make a worthy social contribution and deliver a holistic strategy to benefit customers, the community and even the world as it seeks to become an enterprise with a century of excellence.

The Group is proud of its diversified and integrated business interests across the globe. With an aim to extensively enhance customers' quality of life and standard of living, the Group implements the "Tahoe+" strategy, which wisely integrates customers' experience over real estate, insurance, medical and healthcare, culture and education, as well as senior care sectors, to take care of their lifelong needs. The Group was awarded the "Outstanding Enterprise 2019"[^] for its exceptional contributions and power of influence across the real estate industry.

地產 Real Estate

集團多年來匠心建造中而不古的精品房地產項目及配套專業管家服務，致力照顧住客生活所需，提供無微不至的關懷，體驗理想舒適的家庭感覺及夢寐以求的豪華生活。

Dedicated to taking care of every single need of the residents, the Group is committed to the development of exceptional boutique residential projects with concierge-style services, fulfilling the dreams of a prestigious life for customers.

保險 Insurance

集團一直於保險板塊佈局，於2017年成功收購現為泰禾人壽的港澳壽險業務，並於區內迅速發展。公司積極採取多元銷售渠道策略，為客戶帶來全面的保險產品及服務。

In 2017, the Group successfully acquired its current life insurance business in Hong Kong and Macau, which collectively became Tahoe Life. Tahoe Life is developing rapidly in the region, demonstrating the success of the Group's engagement in the insurance sector. Tahoe Life actively adopts a diversified distribution channel strategy to provide customers with comprehensive insurance products and services.

醫療健康 Medical and Healthcare

集團積極發展醫療業務，於內地主要城市拓展領先國際的完善醫療網絡，建立完善的醫療體系，包括國際醫院、腫瘤及婦兒專科醫院、健康管理中心及診所等。

The medical and healthcare business is another focus, and the Group has developed a sound medical network in major Mainland cities that meet the highest international standards. Medical establishments include international hospitals, hospitals specialising in oncology, gynaecology and paediatrics, plus healthcare centres, clinics and so on.

文化教育 Culture and Education

集團以中國文化精髓為根本，糅合中西方教育優勢，致力培育優秀人才；近年更於福建省內創立首間現代書院「泰禾書院」，亦以北京、上海為核心創立旗艦國際學校，透過教育傳承文化。集團更積極推動影視文化發展，創造全國最具個性的文化電影院線。

The Group attaches great importance to nurturing up-and-coming talent and is keen to combine the most essential values of Chinese and Western education. The Group built the Tahoe College which is the first modern college in Fujian. It also established international flagship schools in the core cities in the Mainland, including Beijing and Shanghai. In addition, the Group enthusiastically promotes the development of cultural films and TV programmes, and aims to build a one-of-a-kind cinema chain.

養老 Senior Care

集團極力發展高端養老業務，憑藉地產項目的優勢，緊密融合集團的醫療健康、文化教育等發展項目，建設適老宜居的服務配套及設施，致力成為中國第一養老品牌。

The Group is proud to be a major player in the high-end senior care sector. With its strengths in real estate, medical and healthcare, and culture and education, the Group provides mature customers with a comprehensive set of premium services and facilities. It strives to become the No.1 brand for senior care in China.

[#]截至2019年三季度 [^]由人民網及中國房地產協會頒發 ^{*}截至2019年12月31日以年度化保費計算
[#]As of 3rd quarter of 2019 [^]Awarded by People's Daily Online and China Real Estate Association
^{*}Data as of 31 December 2019 and calculated based on the annual premium equivalent

泰禾人壽 Tahoe Life

全方位人壽 匠心服務

泰禾人壽保險有限公司及泰禾人壽保險（澳門）股份有限公司（統稱「泰禾人壽」）扎根港澳30年，一直以匠心服務客戶一生為企業使命，為客戶提供專業及多元化的人壽保障及財富管理服務，與客戶攜手佈局人生每個階段，實現精彩人生。

泰禾人壽為集團旗下的前瞻性保險業務佈局，緊握粵港澳大灣區發展機遇，推進與集團不同業務的協同發展，積極實現「泰禾+」策略，全方位照顧客戶一生。

Comprehensive Life Insurance, Ingenious Service

Tahoe Life Insurance Company Limited and Tahoe Life Insurance Company (Macau) Limited (collectively known as "Tahoe Life") has built up a strong presence in Hong Kong and Macau over the past three decades. Our corporate mission is to serve our customers with sincerity and deliver lifelong benefits. Tahoe Life is committed to providing professional and diversified life protection, wealth management and comprehensive planning services for each life stage, crafting a brilliant life for all customers.

Tahoe Life employs a forward-looking strategy to the Group's insurance business. We seize every development opportunity presented by the vibrant Guangdong-Hong Kong-Macau Greater Bay Area and collaborate in a variety of businesses with the Group. We actively implement the "Tahoe+" strategy with pride and take care of customers throughout their lives.

我們的願景

致力成為多元化人壽保險領域的翹楚，為客戶、員工、企業和社會持續創造價值。

Our Vision

We aim to be a leading player in the life insurance sector by offering comprehensive insurance solutions and creating values for our customers, employees, business partners and the society.

我們的使命

秉承集團實踐社會責任之初心，以全方位保險竭力服務客戶。

Our Mission

Adhering to the aspiration of the Group, we embrace corporate social responsibility as a long-term commitment and strive to become a leading insurance company that serves customers for life with passion.

業務屢創佳績 Success after Success

香港 Hong Kong

過去三年，年度化保費共
上升

Over the past three years,
the annual premium
equivalent (APE)

grew by
509%*

澳門 Macau

過去三年，年度化保費共
上升

Over the past three years,
the annual premium
equivalent (APE)

grew by
425%*

*截至2019年12月31日

*As of 31 December 2019



聚焦大灣區

緊握粵港澳大灣區發展機遇，成為實踐百年基業、具有影響力的品牌。

GBA Development

Seizing every opportunity presented by the vibrant Guangdong-Hong Kong-Macau Greater Bay Area ("GBA"), we strive for a century of excellence and to build an influential brand.

穩健可靠

結合集團穩健實力，發展成可靠安心的人壽保險品牌。

Stability and Reliability

Developing into a renowned brand by leveraging on the Group's strong foundation.

我們的價值

Our Values

年輕活力

以穩中求進之道創新發展，務求領先業界，亦與客戶一起成長，成為他們的終身理財夥伴。

Energetic and Dynamic

Developing along the principles of charting a steady course, we aim to build an unrivalled reputation in the industry. We enjoy growing with our customers and becoming their trustworthy, lifelong wealth management partner.

全方位人壽

以全方位人壽保險為產品定位，研發多元及切合客戶所需的保險產品。

Life Insurance for all

Positioning ourselves as a holistic life insurance provider, we offer a diverse range of insurance products tailored to each life stage.

匠心服務

匠心照顧不同客戶需要，提供貼心服務，貫徹服務客戶一生的使命。

Serving with Sincerity

Serving each customer's needs with passion, we are committed to providing tailor-made services over a lifetime.

多元保險 周全保障

泰禾人壽多年來一直用心服務港澳，憑藉30年的豐富經驗，於客戶不同的人生階段，例如投身事業、組織家庭、策劃子女教育、計劃退休、安排傳承等，都能提供全面的解決方案，全力協助客戶打好財務基礎及準備周全保障，成為客戶追求目標和實現夢想的強大後盾。

Extensive Offerings for Comprehensive Protection

Tahoe Life has been serving Hong Kong and Macau for 30 years with great passion. With three decades' of experience, we provide solutions that cater to customers' different life stages, such as building a career, starting a family, planning for children's education, preparing for retirement and arranging inheritance. Tahoe Life is also dedicated to building a solid financial foundation and holistic protection for our customers, along with strong, reliable backing, so they can pursue their goals and realise their dreams with confidence.



保障 Protection

我們提供全面的健康醫療、危疾保障及人壽產品，為客戶及其摯愛規劃充足的財務儲備和未雨綢繆。充分善用集團醫療健康業務的優勢，為客戶提供至臻完善的醫療保障及增值服務，全方位保障客戶一生。

We provide customers with a comprehensive and competitive portfolio of health, critical illness and life protection insurance products to secure their financial well-being and safeguard them against unexpected incidents. By leveraging on the business strengths of the Group in the medical and healthcare sector, we offer excellent health coverage and value-added services to customers throughout their lives.



儲蓄 Savings

無論是為自己或是下一代建立財富、計劃退休或籌備教育基金，我們的多元儲蓄產品涵蓋各種短期及長期理財目標，為客戶策劃合適的方案，達成每個不同人生階段的財富目標。

Whether it's accumulating wealth for yourself or the next generation, or preparing a retirement or education fund, our multi-faceted wealth management solutions can help customers realise their aspirations with short-term and long-term saving targets that align with their financial goals in different life stages.



入息 Income

泰禾人壽一系列的入息策劃方案，不單為客戶建立穩定的入息來源，更可妥善保存及管理資金，發揮財富增值潛力，助客戶籌備夢寐以求的退休生活。

Our income plans not only generate a stable income stream for customers but also protect and manage their wealth. Our goal is to optimise the potential of wealth appreciation, and ensure customers achieve their own ideal retirement life.



傳承 Legacy

我們的財富規劃及傳承方案，助客戶將豐碩成果惠及下一代，同時創造財富，讓摯愛家人的生活更豐盛安穩。

Our wealth planning and succession solutions help our customers grow their long-term wealth for their next generation, so that they can enjoy the success with their families.



旗艦產品

Flagship Products



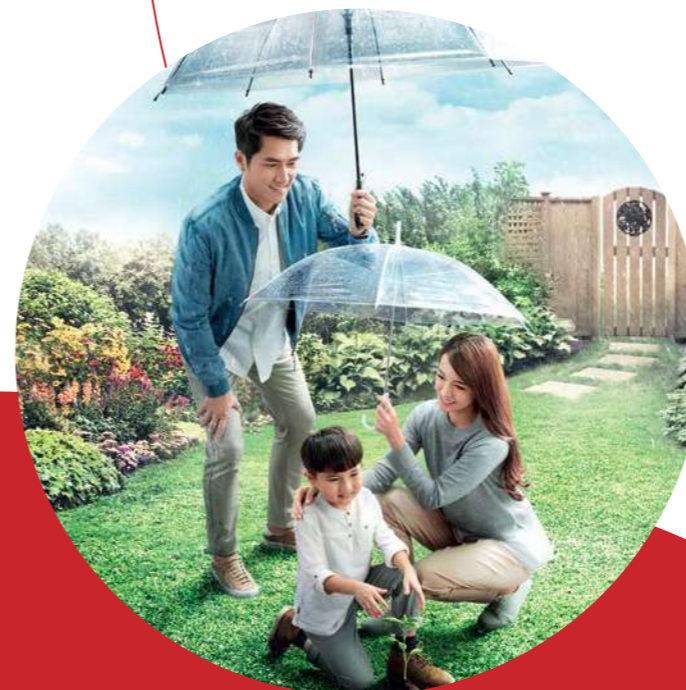
月月豐收入息計劃系列

Splendid Harvest Income Plan Series



泰逍遙養老年金計劃系列

Delightful Retirement Annuity Plan Series



一生愛您危疾保障計劃

1320 MultiCare Critical Illness Plan



泰易保定期保障計劃

Easy Protector Term Insurance Plan



年年賞您儲蓄保障計劃

Amore Savings Protection Plan



優逸儲蓄保障計劃

Noble Savings Protection Plan



夢想家18儲蓄保障計劃

Explorer 18 Savings Protection Plan

屢獲殊榮 贏盡口碑

泰禾人壽的產品、品牌推廣及企業管治於港澳屢獲殊榮，實力備受業界肯定。

Awards and Accolades

Tahoe Life's achievements in product development, brand promotion and corporate governance are highly recognised and awarded by different industry leaders in Hong Kong and Macau.



香港保險業大獎2019

- 傑出創意產品 / 服務大獎 — 人壽保險（財富管理）
年度三強：月月豐收2入息計劃

Hong Kong Insurance Award 2019

- Most Innovative Product / Service – Life Insurance (Wealth)
Top-three finalist: Splendid Harvest 2 Income Plan



大灣區保險大獎 — 香港站2019

- 傑出退休策劃產品：月月豐收入息計劃

GBA Insurance Awards – Hong Kong Region 2019

- Outstanding Retirement Planning Product:
Splendid Harvest Income Plan



《指標》財富管理大獎

- 退休產品 — 傑出表現 2019：月月豐收2入息計劃
- 高淨值客戶服務 — 傑出表現 2018
- 儲蓄產品 — 傑出表現 2018：泰尊寶儲蓄保障計劃
- 傑出市場推廣活動獎 2018

BENCHMARK Wealth Management Awards

- Retirement Product – Outstanding Achiever 2019:
Splendid Harvest 2 Income Plan
- High Net Worth Client Servicing –
Outstanding Achiever 2018
- Savings Product – Outstanding Achiever 2018:
Supreme Saver Protection Plan
- Outstanding Campaign Award 2018



香港企業領袖品牌2019

- 卓越儲蓄保險產品及服務品牌大獎：
月月豐收入息計劃

Hong Kong Leaders' Choice 2019

- Excellent Brand of Savings Insurance Products and
Services Award: Splendid Harvest Income Plan



《經濟一週》「實力品牌大獎」

- 人壽保險公司 2019及2018
- 退休策劃保險產品 2019：月月豐收入息計劃
- 儲蓄保險產品 2018：泰尊寶儲蓄保障計劃

The Outstanding Brand Awards by Economic Digest

- Life Insurance Company 2019 and 2018
- Retirement Planning Insurance Product 2019:
Splendid Harvest Income Plan
- Savings Insurance 2018: Supreme Saver Protection Plan

The Spark Awards for Media Excellence 2018

- 最佳戶外媒體宣傳 — 銀獎
- Best Media Campaign, Out-Of-Home – Silver

MARKies 2018

- 最佳多元綜合媒體運用 — 銅獎
- 最佳戶外媒體宣傳 — 銅獎

- Best Use of Integrated Media – Bronze
- Best Use of Out-Of-Home – Bronze

Maze Awards 2018

- 最佳巴士車身 — 銅獎
- Best Bus Body Campaign – Bronze

品牌實力 成就卓越

泰禾人壽積極拓展業務，矢志發展成為全方位人壽保險領域的翹楚，公司一直在產品研發、客戶互動和宣傳策略等均有傑出表現，提升推廣效益，建立泰禾人壽品牌的定位和知名度，為業界和客戶熟悉。

Outstanding Brand Performance

Tahoe Life aims to be a leading life insurer in the industry by expanding our business and offering an extensive range of insurance solutions. We have made outstanding achievements in product innovation, customer engagement and branding strategies. These remarkable accomplishments have greatly reinforced Tahoe Life's brand position in the marketplace and created considerable awareness to customers and different stakeholders.



泰禾人壽以「精彩人生在佈局」為品牌標語，在各個層面積極顯示這份精神，當中包括我們的廣告宣傳。

於2018年、2019年及2020年均推出多項大型的品牌及產品宣傳攻勢，於港澳兩地透過不同媒體推廣旗艦壽險產品及客戶優惠。

We are keen to apply our brand motto "Craft Your Future" to every aspect of the business, including advertising campaigns in Hong Kong and Macau.

To increase brand exposure of Tahoe Life, large-scale brand and product promotion campaigns were launched in 2018, 2019 and 2020 consecutively. The campaigns showcase our insurance products and customer offers through different media to reach our target customers.

歌影視紅星古巨基先生擔任泰禾人壽的品牌代言人，推出一連串以初心為題的宣傳攻勢，包括戶外廣告、微電影《初心英雄》及其主題曲《初心》，於鬧市舉行街頭音樂表演。為進一步提升品牌知名度及傳播度，泰禾人壽更連續兩年冠名贊助古巨基世界巡迴演唱會。

We invited pop star Mr Leo Ku to be the brand ambassador for Tahoe Life. We launched a series of brand campaigns with the theme of "pursuing dreams" including outdoor commercials, a microfilm and its theme song "初心", as well as a busking event on busy streets. To further enhance brand recognition and engagement, Tahoe Life was the title sponsor of Mr Leo Ku's world tour concert for two consecutive years.

為展示品牌魅力及長遠發展的決心，泰禾人壽的巨型LED燈屏於維多利亞港沿岸亮起，奠定泰禾人壽另一個重要里程碑及集團於港澳發展的基石。

Tahoe Life additionally demonstrated our brand character and commitment to long-term development with a mega rooftop LED sign along the Victoria Harbour. This significant milestone brought further recognition to Tahoe Life and the Group from Hong Kong and Macau.

專業團隊 龐大網絡

泰禾人壽的專業團隊擁有豐富的知識及行業經驗，秉承以客為本，竭力匠心服務客戶的理念，與客戶建立良好的信任及深厚的關係。透過與策略性銀行夥伴、經紀商及直銷隊伍的緊密合作，建構高效的多元銷售渠道，照顧每一位客戶的不同需要，提供全面、優越和體貼的全方位人壽服務。

Professional Team and Distribution Network

With profound expertise and solid experience in the industry, Tahoe Life's professional team has a strong belief in customer centricity. We have built close connections and gained the trust of our customers. By working with our strategic bank partners, brokers and direct sales teams, an extensive distribution network is formed to cater for every need of each customer with comprehensive and thoughtful insurance services.



精英培訓

此外，培訓行業精英是不可或缺的重要一環；透過前瞻性的企業培訓及積極實踐，強化員工自身的專業質素和能力，務求提升競爭力和致力為客戶持續提高服務水平。

Nurturing New Talent

Nurturing up-and-coming talent is crucial to our success. Through visionary training and continuous practice, we strengthen the professionalism and competence of employees and enhance our competitiveness in the market.





匠心服務 以客為先

泰禾人壽致力塑造人壽保險的非凡的客戶體驗，並持續投放資源優化客戶服務，融入更多高端設施配套，貼合不同客戶需要。

Sincere Service to Customers

Tahoe Life is committed to delivering exceptional customer experience in life insurance, and is continuously investing resources to optimise customer services. We bring superior facilities and equipment across our services to respond to the needs of all kinds of customers.

泰禾薈

以匠心打造的高端客戶服務中心「泰禾薈」，位於香港尖沙咀商業核心地段，佔地多達12,000平方呎，高雅的中式設計，先進齊全的設施，多角度維港景致，提供星級私人會所式服務及設施配套，讓客戶感受尊貴的人壽體驗。

Tahoe Club

Our exclusive customer service centre, the Tahoe Club, is situated in the heart of Tsim Sha Tsui, Hong Kong with impressive views over Victoria Harbour, and covers 12,000 square feet. The interior design exudes oriental elegance, and the services and facilities offered are similar to a private club. Customers can experience extraordinary premium life insurance services from this prestigious setting.

高端智能配套

我們積極研發完善科技配套支援銷售，將科技融入以客為本的服務，貼心照顧客戶每個細微保障需要。

High-end Intelligence System

We are committed to developing cutting-edge technology to support our distribution effort. By incorporating the latest technology to our customer-oriented services, we offer attentive, detail-oriented provision to all.

精彩人生 圓您所想

泰禾人壽將繼續竭誠求進，致力與客戶、員工、企業和社會攜手規劃未來，佈局精彩人生，沿途守護，完成心中所想。

Realise Your Dreams for a Brilliant Life

Tahoe Life makes every effort to strive for excellence and help customers realise their dreams. Through comprehensive, all-round services, Tahoe Life crafts a brilliant future for our customers, employees, business partners and the society.



精彩人生在佈局 Craft Your Future



觀看最新企業宣傳片

Scan to watch our
latest corporate video

泰禾人壽保險（澳門）股份有限公司

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網頁：www.tahoelife.com.mo

Tahoe Life Insurance Company (Macau) Limited

Customer service hotline: (853) 2855 8777

Website: www.tahoelife.com.mo