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Press
Release

FOR IMMEDIATE RELEASE

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ACE LIFE LAUNCHES INNOVATIVE SALES AND RECRUITMENT TOOL FOR AGENTS

HONG KONG, 8 OCTOBER 2012 – ACE Life Asia Pacific, part of the ACE Group of Companies, announced today that it has launched **ACE eSMART** (Electronic Sales Management and Recruitment Tool), a state-of-the-art platform for end-to-end sales and client management for its agents. With its pilot phase successfully rolled out to agents in Indonesia and Hong Kong in June and September respectively, ACE eSMART will be made available to agents in other markets of the ACE Life franchise in the region – namely South Korea, Thailand and Vietnam – in the next six months.

ACE eSMART is set to boost the professionalism and efficiency of ACE Life's agency force via a user-friendly interface, seamless data integration across systems and a comprehensive set of tools that will cover end-to-end sales and agency recruitment needs. Developed by technology partner, Polaris Software Lab Pte Ltd, a global leader in Financial Technology solutions, ACE eSMART will be available on both web and mobile platforms – tablets and smartphones – with both online and offline modes to provide the flexibility required by agents.

Through ACE eSMART, agents can meet their customers' needs every step of the way in the sales process ranging from financial needs' analysis to e-submission of a policy application. Agents can also execute a broad spectrum of post-sales activities for their clients, such as the provision of illustrations of adjustments to existing policies, e-submission of claims and status verification of policy applications. In addition, the agent 'self-service' module of ACE eSMART is a powerful management tool that enables the agents to monitor their performances as well as activity and training schedules. This information is also available to their agency leaders who can provide the necessary counsel and support to their agents.



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Mr Russell Bundschuh, President of ACE Life, said, “ACE eSMART will revolutionize the way our agents conduct their business. Driven by innovation, we are better able to serve the diverse needs of our customers by providing appropriate ACE products in a more responsive and efficient manner. With the cutting-edge ACE eSMART solution, we can further enhance customer satisfaction as our sales force can readily provide clients with sound financial advice and quality service through comprehensive information and tools at their fingertips.”

He added, “The launch of ACE eSMART is an important milestone for ACE Life as it helps us to achieve operational and cost efficiencies through the standardization of systems and processes that will stand us in good stead as we continue to expand our business in the Asia Pacific region.”

ABOUT ACE LIFE ASIA PACIFIC

ACE Life is the international life insurance business of the ACE Group of Companies, one of the world’s largest multiline property and casualty insurers. With operations in 53 countries, ACE provides commercial and personal property and casualty insurance, personal accident and supplemental health insurance, reinsurance and life insurance to a diverse group of clients. ACE Limited, the parent company of the ACE Group, is listed on the New York Stock Exchange (NYSE: ACE) and is a component of the S&P 500 index.

ACE Life is a dynamic, fast-growing, global franchise operating in 30 countries spanning Asia Pacific, Europe, Latin America and the Middle East. Its broad product suite caters to individual needs for protection, savings and investment, as well as specialized protection in the form of credit life and accident insurance. ACE Life also offers group life and medical plans to help companies protect their employees. Its products are distributed through a variety of channels – Agency, Bancassurance, Brokers and Direct Marketing – around the world.

In Asia Pacific, ACE Life is growing rapidly through two major distribution channels – Agency and Bancassurance. The regional footprint of ACE Life encompasses seven markets, namely China, Hong Kong, Indonesia, Korea, Taiwan, Thailand and Vietnam. In China, ACE’s life insurance operations are conducted through Huatai Life, a joint venture company with Huatai Insurance Group. Using a needs-based approach, ACE Life’s 40,000-strong professional and highly skilled agents work with customers to evaluate their financial and protection requirements to provide sound advice to match their goals.



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More information can be found at www.acegroup.com.

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