

News Release

Chubb Life Thailand Launches Rewards Program to Motivate Chubb LifeBalance Users

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Bangkok, Thailand – February 10, 2021 – After the successful launch of Chubb LifeBalance, a personal 360° health and wellbeing virtual coach app, Chubb Life Thailand has unveiled a rewards program to motivate people in Thailand into living and maintaining a healthier, active lifestyle.

With Chubb LifeBalance mobile application available on the App Store or Google Play, users can set health goals, actively track progress and check their points balance. Users will be rewarded with points upon successfully completing goals which can be redeemed for benefits such as shopping coupons and gym membership discounts.

Angela Hunter, Country President at Chubb Life Assurance Plc. said, “Everyone wants to live a healthier life but does not always have the motivation to introduce those positive habits and make it stick. At Chubb Life, we understand our customers’ desire to live their life with long-lasting health and confidence. We wanted to motivate people to start making small changes and to be able to sustain a healthy lifestyle to reap the health benefit in the long term. That is why we added the rewards program to help encourage our customers, on top of the existing motivational mechanisms, such as virtual AI coach, goal setting and participating in live challenges.”

Chubb LifeBalance rewards points upon completing various types of physical activities, such as doing workouts, answering questions from our virtual AI coach, joining live challenges and achieving personal goals. Redeemable rewards include e-coupons for department stores, supermarkets, restaurants, coffee shops, online shopping, food delivery, and gas stations, medical check-up discount, and special rates when purchasing health tracking devices or fitness membership.

Download Chubb LifeBalance from the App Store or Google Play and start enjoying the rewards program. From today until April 30, 2021, the first 1,500 users who successfully activate their Chubb LifeBalance accounts can redeem a Shopee e-coupon valued at 100 THB with just 100 points! See terms and conditions at th.chubblifebalance.com

About Chubb Life in Thailand

Chubb Life is the international life insurance division of Chubb. In Asia, Chubb Life operates in Hong Kong SAR, Indonesia, Korea, Myanmar, Taiwan, Thailand and Vietnam, and participates in a joint-venture in China. Chubb Life has been in Thailand since 2001. To meet the financial protection and security needs of its broad range of customers, Chubb Life in Thailand (Chubb Life Assurance Public Company Limited) offers a range of life protection, savings, accident & health, credit protection insurance for auto, motorcycle and home loans, and group Employee benefits insurance solutions through agents, brokers, banks, and partners. Additional information can be found at: life.chubb.com/th



About Chubb

Chubb is the world's largest publicly traded property and casualty insurance company. With operations in 54 countries and territories, Chubb provides commercial and personal property and casualty insurance, personal accident and supplemental health insurance, reinsurance and life insurance to a diverse group of clients. As an underwriting company, we assess, assume and manage risk with insight and discipline. We service and pay our claims fairly and promptly. The company is also defined by its extensive product and service offerings, broad distribution capabilities, exceptional financial strength and local operations globally. Parent company Chubb Limited is listed on the New York Stock Exchange (NYSE: CB) and is a component of the S&P 500 index. Chubb maintains executive offices in Zurich, New York, London and other locations, and employs approximately 33,000 people worldwide. Additional information can be found at: www.chubb.com

Media Contacts

Laila Tohkeemorlee

Marketing Department

Chubb Life in Thailand

+662 615 6886

Laila.Tohkeemorlee@chubb.com

Shilpa Freemantle

Head of Marketing & Communications,

Chubb Life

+852 2185 0207

E shilpa.freemantle@chubb.com