

AXA “Pulsar Investment Insurance Plan” Reward Programme



Promotion Period:
26 February 2013 until
25 March 2013

IMPORTANT INFORMATION

- **Pulsar Investment Insurance Plan (“Pulsar”)** is an investment-linked insurance policy issued by AXA China Region Insurance Company (Bermuda) Limited (“AXA” or the “Company”). Your investments are subject to the credit risks of the Company.
- Your return on investments is calculated with reference to the performance of the reference funds which correspond to the investment options selected by you. Such return will be subject to the fees and charges of **Pulsar** and may be lower than the return of the reference funds. Each of these reference funds has its own investment objectives and associated risks.
- The premiums you pay towards the insurance policy will become part of the assets of the Company. You do not have any rights or ownership over any of those assets. Your recourse is against the Company only.
- Insurance charges may apply depending on the death benefit option you choose under **Pulsar**. Insurance charges may increase significantly during the payment term of the Insurance Charge due to factors such as your age and investment loss, etc. This may substantially reduce your investment return or result in a significant loss of your policy account value.
- If your policy account value becomes insufficient to cover the insurance charges and other policy fees and charges, your policy may be terminated early and you could lose your investment and all benefits. You should consult your financial consultant for details, such as how the fees and charges of **Pulsar** may increase and could impact your investment.
- Surrender or termination of the policy in early years may result in a significant loss of the principal and the bonuses awarded.
- You should not purchase this product unless you understand it and it has been explained to you how it is suitable for you. The final decision is yours.
- **You should not invest based on this document only and should read the Principal Brochure of Pulsar and the offering documents of the reference funds, which are made available by the Company.**

Pulsar Investment Insurance Plan

Pulsar is a regular premium investment-linked insurance plan that offers you an investment platform over which you can make your investment by way of premium payments over a target period of time which may be referred to as a target contribution period.

Pulsar is a regular premium investment-linked insurance plan under Class C linked long-term business under the Insurance Companies Ordinance. The plan is offered by AXA China Region Insurance Company (Bermuda) Limited as an authorised insurance company in Hong Kong under the Insurance Companies Ordinance.

PLAN FEATURES AT A GLANCE (For plan details, please refer to the specific section in the product brochure.)

Target contribution periods – you can choose any target contribution period ranging from 5 to 30 years provided that your chosen target contribution period will finish by the time you reach age 75 at the latest (based on your age last birthday).

Policy currencies – **Pulsar** is available in six currencies namely, Hong Kong dollar (HKD), US dollar (USD), EURO (EUR), Pound Sterling (GBP), Australian dollar (AUD) and Singapore dollar (SGD).

Minimum premium amount – the minimum monthly regular premium of **Pulsar** is HKD2,400 / USD300 / EUR300 / GBP200 / AUD 360 / SGD480.

Initial Units Account and Accumulation Units Account – the regular premium you pay for the first 18 months commencing from the policy date will be notionally allocated in the form of units to the initial units account. Thereafter, any regular premium you pay will be notionally allocated to the accumulation units account.

Ability to change regular premium – you may reduce your regular premium after the first 18 months commencing from the policy date provided that the level of regular premium after reduction meets the relevant minimum regular premium requirement as set out in the section “Allocation of Premiums” in product brochure.

Premium holiday – you may temporarily suspend your regular premium payments by applying for a premium holiday after the first 18 months commencing from the policy date, as long as the total account value of the policy is sufficient to cover the applicable policy charges due.

Partial withdrawal – you may make a partial withdrawal from your **Pulsar** policy while your policy is in effect, subject to the minimum withdrawal amount and conditions stated in the section “Partial Withdrawal” in product brochure.

Wide range of investment options – you may diversify your investment in different sectors and markets across various asset types including investment options with exposure to equities, bonds and money markets. Currently, you can design your allocation mix with a maximum of 10 investment options, subject to a minimum allocation of 10% of your investment in each investment option. A description of the currently available investment options is set out in the investment options leaflet.

Switch between investment options – it gives you the flexibility to switch your investment between investment options within the same account without any switching fee at present, subject to the minimum switching amount and conditions stated in the section “Switch between Investment Options” in product brochure.

Start-up bonus – you will be entitled to a start-up bonus upon our receipt of each payment of regular premium for the first policy year in cleared funds while your policy is in effect and if your chosen target contribution period is 10 years or more, subject to the relevant conditions stated in the section “Start-up Bonus” in product brochure.

Loyalty bonus – you will be awarded a one-off loyalty bonus of 4% of the total regular premium paid net of any partial withdrawals made during the first 10 policy years at the 10th policy anniversary while the policy is in effect and your chosen target contribution period is 20 years or more, subject to the conditions stated in the section “Loyalty Bonus” in product brochure.

Policy maintenance fee refund – we will refund 100% of the policy maintenance fee you have paid throughout the target contribution period at the end of your chosen target contribution period while the policy is in effect, subject to the conditions stated in the section “Policy Maintenance Fee Refund” in product brochure.

Death benefit – you can select one of the two death benefit options at the time of application to suit your needs.

Fees and charges – the current policy fees and charges including the account maintenance fee, policy maintenance fee, administration charge, investment management fee, insurance charge (if applicable), bid-offer spread, switching fee, early encashment charge (if applicable) as well as the charges on reference funds will be paid. For details please refer to the “Schedule of Fees and Charges” table in the product brochure.

For further details of plan features, terms and conditions, fees and charges and risk factors, please refer to the product brochure and the investment options leaflet.

Investment involves risks, including fluctuation of market price of investment. The value of the investments and their yield may go down as well as up as a consequence of the general nature of various investments. Past performance is not indicative of future performance. It is important for you to know your risk tolerance level and the level of risks associated with your investment before making any investment decisions.

Special Start-up Bonus

From 26 February 2013 until 25 March 2013 (“the Promotion Period”), if you successfully apply for a new **Pulsar** policy and if your target contribution period (“TCP”) is 10 years or more, you will be entitled to a Special Start-up Bonus of 28%* to 125%* of the first year regular premium paid, depending on the amount of regular premium and the target contribution period chosen, upon our receipt of each payment of regular premium for the first policy year in cleared funds.

This Special Start-up Bonus rate will replace the original Start-up Bonus rate listed in the product brochure of **Pulsar** and the original Start-up Bonus rate will not be applicable under this circumstance.

*Please refer to illustrative examples on page 3

Special Start-up Bonus is determined by multiplying the regular premium paid for the first policy year by a Special Start-up Bonus rate. The Special Start-up Bonus rates are as follows:

Monthly Regular Premium						Original Start-up Bonus rate (Not applicable during the Promotion Period)	Special Start-up Bonus rate (Applicable during the Promotion Period only)			
HKD	USD	EUR	GBP	AUD	SGD	TCP = 10-30	Number of years in your chosen target contribution period (capped at 25); x	TCP = 10-14	TCP = 15-30	Number of years in your chosen target contribution period (capped at 25); x
≥ 2,400	≥ 300	≥ 300	≥ 200	≥ 360	≥ 480	1.0%		2.8%	2.8%	
≥ 4,800	≥ 600	≥ 600	≥ 400	≥ 720	≥ 960	1.5%		2.9%	2.9%	
≥ 8,000	≥ 1,000	≥ 1,000	≥ 640	≥ 1,200	≥ 1,600	2.0%		3.0%	3.4%	
≥ 12,000	≥ 1,500	≥ 1,500	≥ 960	≥ 1,800	≥ 2,400	2.5%		3.0%	3.7%	
≥ 24,000	≥ 3,000	≥ 3,000	≥ 1,920	≥ 3,600	≥ 4,800	2.5%		3.0%	4.0%	
≥ 33,334	≥ 4,167	≥ 4,167	≥ 2,667	≥ 5,000	≥ 6,667	2.5%		3.0%	5.0%	

Please note that the rates shown in the table above do not represent the rate of return or performance of your investment.

The Special Start-up Bonus will be notionally allocated to the initial units account of your **Pulsar** policy in the form of additional units at the offer price* according to your latest investment option allocation instruction. The bonus will form part of the account value and is therefore subject to the relevant policy charges as set out in the section “Schedule of Fees and Charges” in product brochure.

* Bid-offer spread is currently waived.

If the insured of your **Pulsar** policy commits suicide within one year commencing from the policy date or, if applicable, from the date of reinstatement, the death benefit paid to the beneficiary(ies) shall be equal to:

- (i) the total regular premium paid; or
- (ii) the aggregate of total policy charges paid (including those policy charges attributable to the Special Start-up Bonus paid) and such proportion of the account value as attributable to the total regular premium paid, whichever is lower.

Under this situation, account value relating to the Special Start-up Bonus will not be paid and the proceeds from the death benefit will be payable without interest. Please refer to the illustrative example as set out in the section “Death Benefit” in product brochure for details.

If we have credited the Special Start-up Bonus to your account, you will not be entitled to that part of account value relating to the Special Start-up Bonus in the case of policy cancellation during the cooling-off period. Please refer to the section “Cooling-off Period” in product brochure for details of the cooling-off period.



Illustrative example for the calculation of the Special Start-up Bonus for Customer A:

Target contribution period	30 years
Monthly regular premium	HK\$33,334
Total premium for first policy year	HK\$33,334 x 12 = HK\$400,008
Applicable Special Start-up Bonus rate	5% x 25 (number of years in the chosen target contribution period [capped at 25]) = 125%
Total Special Start-up Bonus for first policy year	HK\$400,008 x 125% = HK\$500,010

Illustrative example for the calculation of the Special Start-up Bonus for Customer B:

Target contribution period	10 years
Monthly regular premium	HK\$2,400
Total premium for first policy year	HK\$2,400 x 12 = HK\$28,800
Applicable Special Start-up Bonus rate	2.8% x 10 = 28%
Total Special Start-up Bonus for first policy year	HK\$28,800 x 28% = HK\$8,064

For more promotion details, please contact your financial consultant or call our dedicated hotline at 2802 2812. Please also refer to the relevant terms and conditions of this promotion shown in this leaflet.

Terms and Conditions:

1. AXA "Pulsar Investment Insurance Plan" Reward Programme (this "Promotion") is offered by AXA China Region Insurance Company (Bermuda) Limited (Incorporated in Bermuda with limited liability) ("the Company") from 26 February 2013 until 25 March 2013, both dates inclusive (the "Promotion Period"), subject to the following terms and conditions.
2. This Promotion is applicable to any new "**Pulsar Investment Insurance Plan**" ("Eligible Policy") subject to the terms and conditions as set out in this leaflet.
3. To be eligible for the "Special Start-up Bonus", customers must submit a duly completed application to the Company for the purchase of an Eligible Policy, with a monthly regular premium of HK\$2,400 (or other equivalent policy currencies) or above and the target contribution period is 10 years or more and received by the Company within the Promotion Period. If the policy is issued in a currency other than Hong Kong dollars, the amount of monthly regular premium will be calculated based on an exchange rate determined by the Company from time to time.
4. The Special Start-up Bonus will be paid upon our receipt of each payment of regular premium for the first policy year in cleared funds, regardless of which payment mode is selected. The Special Start-up Bonus is non-transferable and cannot be exchanged or redeemed for cash under any circumstances.
5. To the extent that any contents of this leaflet in respect of the Special Start-up Bonus are inconsistent with the relevant contents contained in the product brochure of the Eligible Policy, the contents of this leaflet shall prevail during the Promotion Period. In case of dispute, the decision of the Company shall be final and conclusive.
6. The Company reserves the right to alter or terminate this Promotion (in whole or in part) or amend these terms and conditions at any time without prior notice.

Important information

- If you do not wish to receive promotional or marketing materials from us, please inform us by telephone (852) 2802 2812, fax (852) 2598 7623 or email customer.services@axa.com.hk.
- This material contains general information only. It does not constitute any offer for a policy. For detail terms, conditions and exclusions of the relevant policies and supplements, please refer to the relevant policy documents.

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