

Templates and Guidelines - Institutional Business

- Policy Paper Cover

A simplified paper cover named Institutional Business will be used.

- Other Documents

The same templates as General Agency & Brokerage or corporate stationeries are also used for Institutional Business, please refer to the versions previously printed.

Templates and Guidelines - Other Premiums

- **Corporate Pocket Folder**
The pocket folder featuring Snoopy is popular amongst distributors and has proven to project MetLife's approachability character to prospects.
- **Paper Bag**
The paper bag uses Snoopy on a large scale, sending an energetic and approachable message.
- **Company Banners**
The vertical banners is produced using MetLife blue and is a simple representation of MetLife brand.
The horizontal banners are mainly for outdoor use and features the MetLife identity band

12mm

48mm

12mm

12mm

Company information
Chi: HeiMedium 14/24
Eng: Frutiger Roman 14/24

憑藉超過136年的經驗，MetLife 集團公司已為全球數百萬客戶提供服務。作為美國第一大壽險公司及擁有約25,000億美元的有效人壽保額，MetLife 集團公司致力協助美洲及亞洲的客戶建立財務自主。於一九九五年，MetLife 在香港開拓其業務，並通過各個專營代理、保險顧問網絡及直銷市場等渠道，為團體及個人提供人壽保險及保健保險產品的服務。

With over 136 years of experience, the MetLife companies serve millions of customers worldwide. As the number one life insurer in the U.S. with approximately US\$2.5 trillion of life insurance in force, the MetLife companies help customers in the Americas and Asia to build their financial freedom. In Hong Kong, MetLife launched its operations in 1995 and offers group and personal life insurance products as well as health insurance products through general agency, brokerage networks and direct marketing channels.

12mm

8mm

10mm

10mm

10mm

12mm

Company name
Frutiger Bold 8/11

Address,
telephone/fax number,
Frutiger Roman 8/11

Chinese Company Name
HeiMedium 10/12

Website
Frutiger Roman 8/11

Copyright Notice,
Legal Reference Code
Eng: Frutiger Roman 5/8

MetLife

Metropolitan Life Insurance Company of Hong Kong Limited
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Units 2207-2212, 22/F, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Kowloon, Hong Kong
電話 Tel: (852) 2199 1188
傳真 Fax: (852) 2730 5356
www.metlife.com.hk

PEANUTS © Universal Uclick Inc. 1996-2004

Company Name
HeiMedium 10/12

12mm

8mm

36mm

12mm

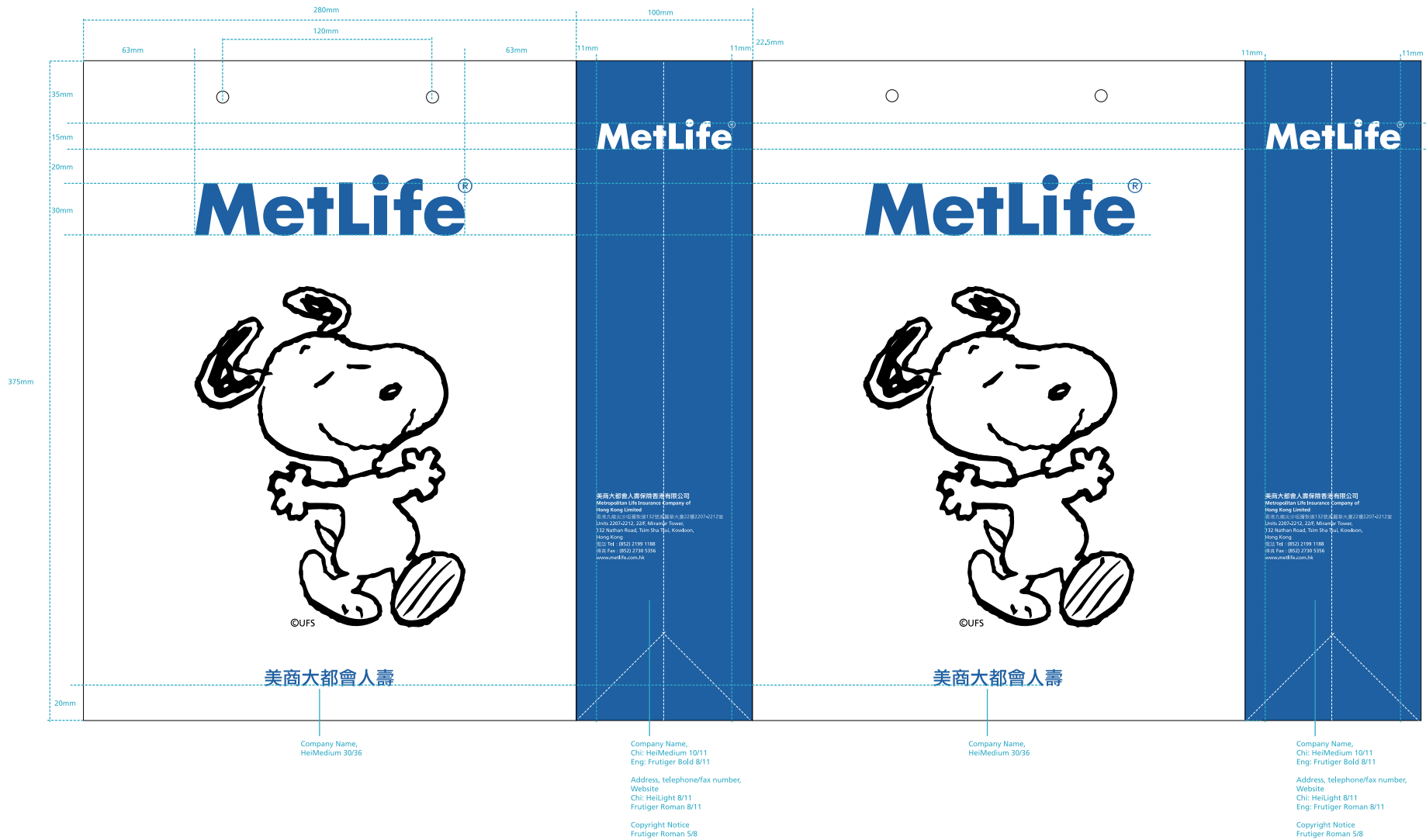
8mm

MetLife

美商大都會人壽




Clipart from "Peanuts Character Portfolio 2002" CD
Snoopy - 5N,48A,1



Banner (Vertical)



5x

Vertical Banner

Banner (Horizontal)

4x



1x

美商大都會人壽



3x

8x

Horizontal Banner

Editorial Standards for Hong Kong

MetLife Editorial & Legal Standards provide the approved language and company descriptions we require when introducing MetLife. For the local Hong Kong market, some of the approved languages are translated into Chinese and were endorsed by the local legal counsel as included in this appendix.

Company Information with Fortune Quote

With over 136 years of experience, the MetLife companies serve millions of customers worldwide and, through its U.S. group business, 88 of the top one hundred FORTUNE 500® companies*. The MetLife companies are the number one life insurer in the U.S. with approximately US\$2.5 trillion of life insurance in force and serve customers in the Americas and Asia with one goal in mind - to build financial freedom for everyone. In Hong Kong, MetLife launched its operations in 1995 and offers group and personal life insurance products as well as health insurance products through general agency, brokerage networks, and direct marketing channels.

憑藉超過136年的經驗，MetLife 集團公司已為全球數百萬客戶提供服務，並透過其美國集團業務，為多達八十八間位列首一百位的「《財富》雜誌500大美國企業」* 提供服務。MetLife 集團公司為美國第一大人壽保險公司，擁有約25,000億美元的有效人壽保額，並以其堅定的信念 — 「為所有人建立財務自主」，服務美洲及亞洲的客戶。於一九九五年，MetLife 在香港開拓其業務，並通過各個專營代理、保險顧問網絡及直銷市場等渠道，為團體及個人提供人壽保險及保健保險產品的服務。

Company Information without Fortune Quote

With over 136 years of experience, the MetLife companies serve millions of customers worldwide. As the number one life insurer in the U.S. with approximately US\$2.5 trillion of life insurance in force, the MetLife companies help customers in the Americas and Asia to build their financial freedom. In Hong Kong, MetLife launched its operations in 1995 and offers group and personal life insurance products as well as health insurance products through general agency, brokerage networks, and direct marketing channels.

憑藉超過136年的經驗，MetLife 集團公司已為全球數百萬客戶提供服務。作為美國第一大人壽保險公司及擁有約25,000億美元的有效人壽保額，MetLife 集團公司致力協助美洲及亞洲的客戶建立財務自主。於一九九五年，MetLife 在香港開拓其業務，並通過各個專營代理、保險顧問網絡及直銷市場等渠道，為團體及個人提供人壽保險及保健保險產品的服務。

For Institutional Business with Fortune Quote

The MetLife companies are a leader in group benefits that serve 88 of the top one hundred FORTUNE 500® companies*, and provide benefits to 37 million employees and family members through its plan sponsors in the U.S. The MetLife companies are also ranked #1 in group life and #1 in commercial dental. With over 136 years of experience and US\$2.5 trillion of life insurance in force, the MetLife companies provide innovative, responsive service and solutions to help people build financial freedom. In Hong Kong, MetLife launched its operations in 1995 and offers group and personal life insurance products as well as health insurance products through general agency, brokerage networks, and direct marketing channels.

MetLife 集團公司以其提供團體福利的領導地位，為八十八間位列首一百位的「《財富》雜誌500大美國企業」* 提供服務，並通過其計劃協辦商為美國3,700萬位僱員及家庭成員提供保險產品服務。在團體人壽保險及商業牙科保健計劃中，MetLife 集團公司均穩佔首位。憑藉其超過136年經驗以及擁有25,000億美元的有效人壽保額，MetLife 集團公司為客戶提供創新及靈活的服務及解決方案，以協助客戶建立財務自主。於一九九五年，MetLife 在香港開拓其業務，並通過各個專營代理、保險顧問網絡及直銷市場等渠道，為團體及個人提供人壽保險及保健保險產品的服務。

Press Releases with Fortune Quote

Metropolitan Life Insurance Company of Hong Kong Ltd. (MetLife) was established in 1995 and is an affiliate of MetLife, Inc. With over 136 years of experience, the MetLife companies (MetLife, Inc. and its affiliates) serve customers internationally and, through their group business, 88 of the top one hundred FORTUNE 500® companies* in the U.S. The MetLife companies are the number one life insurer in the U.S. with approximately US\$2.5 trillion of life insurance in force, and serve customers in the Americas and Asia. MetLife offers group and personal life insurance products as well as health insurance products in Hong Kong through general agency, brokerage networks and direct marketing channels. For more information about MetLife, please visit the company's website at www.metlife.com.hk.

美商大都會人壽保險香港有限公司 (MetLife) 於一九九五年成立，為美國大都會人壽保險之相關聯公司。憑藉超過136年的經驗，MetLife 集團公司(即美國大都會人壽保險及其相關聯公司)為全球客戶提供服務，更為其中八十八間位列首一百位的「《財富》雜誌500大美國企業」* 提供服務。MetLife 集團公司作為美國第一大人壽保險公司，擁有約25,000億美元的有效人壽保額，並為美洲及亞洲的客戶提供服務。通過各個專營代理、保險顧問網絡及直銷市場等渠道，MetLife 在香港為各團體及個人提供人壽保險及保健保險產品的服務。如欲獲得更多有關MetLife 的資料，請瀏覽公司網站：www.metlife.com.hk。

Footnotes:

When Fortune is quoted, the following footnotes are required.

- * "FORTUNE 500® April 2004. FORTUNE 500® is a registered trademark of FORTUNE® magazine, a division of Time, Inc."
- * 「《財富》500大美國企業」，2004年4月。「《財富》500大美國企業」是《財富》雜誌之註冊商標，《財富》雜誌為時代集團之支部

It is noted that for all sales materials, the following footnotes are required.

English: Products and services are offered by Metropolitan Life Insurance Company of Hong Kong Limited, which is an affiliate of MetLife, Inc. and operates under the "MetLife" brand.

Chinese: 保險產品及服務由美商大都會人壽保險香港有限公司提供。美商大都會人壽保險香港有限公司為美國大都會人壽保險之關聯公司，以MetLife 品牌在香港經營。

For all other materials using MetLife logo, please ensure company legal name will appear.

English: Metropolitan Life Insurance Company of Hong Kong Limited

Chinese: 美商大都會人壽保險香港有限公司

MetLife[®]