Blue Cross 藍十字
An AIA Company 友邦保險成員公司

Attn:	All EDD & Honorable Advisors / EDDs / PSDDs / SDDs / DDs / MICs / Agency Leaders / Financial Planners (Hong Kong only)	From: Tony Lee
Copy:	Mr. Alger Fung / Ms. Amy Chan / Ms. Bonnie Tse / Ms. Sylvia Chow / Ms. Phyllis Chang / All Department Heads / Heads of Agency Division / ABDD-ABPs	Dept: BAA
Date:	1 Sept 2026	Total Page: 6

Subject: (BX260902) 藍十字『港車北上』汽車保險計劃現已接受投保！業績挑戰賽同步展開！
Blue Cross "Northbound Travel for Hong Kong Vehicles" Motor Insurance Plan Is Now Available! Sales Incentive Campaign Launches Simultaneously!

您是否正在尋找一個令人興奮的新機會來擴展您作為持牌保險代理的業務，並可以進一步增加佣金收入？

藍十字現正為您帶來此黃金機會！我們正在尋找積極及充滿熱誠的保險代理加入我們的代理銷售網絡！藍十字提供一系列旅遊、個人和商業產品，並會繼續積極研發推出更多創新及具競爭力的產品，我們熱切期待把這些產品推介予香港的保險代理！如果您有興趣與藍十字合作，請把握機會！*

* 持牌保險代理必須通過相關考試並完成登記成為藍十字保險代理才能銷售任何藍十字的產品。

隨著港車北上日益普及，跨境駕駛已成為不少香港車主的生活日常，相關保險保障需求亦持續上升。

為協助已登記成為藍十字保險代理的友邦香港財務策劃顧問把握市場機遇，**藍十字『港車北上』汽車保險計劃（「港車北上保險」）**讓客戶按個人需要靈活選擇保障，安心駕車北上。 「港車北上保險」不僅切合客戶日益增長的跨境保障需求，更為您提供拓展業務、深化客戶關係及促進交叉銷售的機會。 有關計劃詳情，請參閱隨函附上的計劃特點資料。您亦可瀏覽 Super-Agent+ 產品專頁，以獲取更多相關資訊。

為鼓勵各位友邦香港財務策劃顧問把握北上車市場商機，我們特別推出專屬銷售獎勵計劃。推廣「港車北上保險」的同時，除可賺取佣金外，更可挑戰專屬業績獎賞，實現雙重收穫。

有關活動詳情，請參閱以下條款及細則。如有任何查詢，歡迎聯絡負責貴區的藍十字專屬業務代表。

立即行動，把握業務增長新機遇 ！

李俊明
首席業務總監
藍十字（亞太）保險有限公司

Blue Cross 藍十字
An AIA Company 友邦保險成員公司

藍十字『港車北上』汽車保險計劃現已接受投保！業績挑戰賽同步展開！

參加資格
已登記成為藍十字保險代理的友邦香港財務策劃顧問

推廣期
2026 年 8 月 25 日至 2026 年 11 月 30 日（包括首尾兩天）

合資格產品
藍十字『港車北上』汽車保險計劃（「港車北上保險」）

活動規則及獎賞
於推廣期內成功繕發之「港車北上保險」保單，其累積合資格總保費排名首五位的友邦香港財務策劃顧問，每位可獲贈香港迪士尼樂園 1 日樂園電子門票兩張（總值港幣 1,878 元）。

雙倍業績計算
如客戶的車輛已投保藍十字 「智駕樂」汽車保險，其於推廣期內成功繕發的「港車北上保險」保單之合資格保費，將按雙倍業績計算作活動排名之用，助您更快累積業績及提升排名。

把握「港車北上保險」市場需求持續增長的機遇，積極拓展業務，衝刺業績，贏取精彩獎賞！

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條款及細則：

1) 保單必須於推廣期（包括首尾兩天）內經藍十字成功繕發。
2) 總保費以扣除保費折扣，銷售折扣或其他折扣後客戶應繳並已繳保費計算。
3) 如累積合資格總保費相同，藍十字保留根據其他業務因素確定資格的決定權。
4) 於推廣期內撤回投保申請或取消的保單，其保單將不獲計算。
5) 所有獎賞不可退換或兌換現金。如有遺失，恕不補發。獎賞發放安排將另行通知，並均以藍十字最終安排為準。
6) 所有獲獎之友邦香港財務策劃顧問於獎賞發放時必須仍為藍十字之持牌保險代理人。藍十字將於推廣期完結後約四個月以電郵通知獲獎者。
7) 藍十字保留隨時更改或取消此活動及修改或修訂此等競賽規則及條款及細則之權利而無須事前通知。
8) 如有任何爭議，藍十字所作的決定為最終及不可推翻。

重要事項：

1. 這電郵是一份由藍十字（亞太）保險有限公司（「藍十字」）發出的內部文件。閣下不應傳播、分發或傳閱該電郵予任何第三方。
2. 以上訊息僅在香港發放。發放以上資訊並不構成亦不應被詮釋為在香港境外出售、游說顧客購買或提供任何保險產品。藍十字（亞太）保險有限公司乃友邦保險控股有限公司之子公司，與 Blue Cross and Blue Shield Association 及其任何關聯公司或持牌人並無任何關聯。
3. 如果你尚未考獲保險中介人資格考試試卷二（一般保險）及尚未登記成為藍十字的持牌保險代理人，請盡快完成考試並完成登記程序以合乎銷售藍十字保險產品的資格。請注意，在未完成登記之前，保險代理人不可向任何客戶／準客戶介紹、推廣、建議及／或銷售藍十字保險產品。

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Are you a licensed insurance agent looking for a new and exciting opportunity to expand your business and increase your commission income?

Blue Cross has the opportunity for you! We are seeking motivated and enthusiastic insurance agents to join our agency network! Blue Cross offers a range of travel, personal and commercial products, and will continue to develop more innovative and competitive products. We can't wait to introduce these products to agents in Hong Kong! If you are interested in working with Blue Cross, now is your opportunity! *

*Licensed agents must have passed the relevant examinations and completed registration as a Blue Cross agent to be able to sell any Blue Cross product.

As the popularity of the Northbound Travel for Hong Kong Vehicles Scheme continues to grow, demand for cross-border motor insurance protection is also increasing.

To help AIA Hong Kong Financial Planners who are registered as Blue Cross insurance agents capture this market opportunity, we are pleased to introduce the Blue Cross "Northbound Travel for Hong Kong Vehicles" Motor Insurance Plan ("Northbound Vehicle Insurance"). The plan enables customers to select flexible protection according to their needs, providing peace of mind when driving in Mainland China.

The "Northbound Vehicle Insurance" not only meets customers' growing cross-border protection needs but also creates opportunities for you to expand your business, strengthen client relationships and drive cross-selling opportunities. For details of the plan, please refer to the enclosed plan highlights (Chinese version only). You may also visit the product page on Super-Agent+ for more information.

To support AIA agents in capitalizing on this growing market, we are launching an exclusive sales incentive campaign. In addition to earning commissions, you will also have the chance to win attractive rewards by promoting the "Northbound Vehicle Insurance".

For campaign details, please refer to the terms and conditions below. For any inquiries, please contact the designated Blue Cross Business Development representative for your district.

Act now and seize this exciting business opportunity!



Tony Lee
Director of Distribution
Blue Cross (Asia-Pacific) Insurance Limited

Blue Cross "Northbound Travel for Hong Kong Vehicles" Motor Insurance Plan is Now Available!

Sales Incentive Campaign Launches Simultaneously!

Eligibility
AIA Hong Kong Financial Planners who are registered as Blue Cross Insurance Agents

Campaign Period
From 25 Aug 2026 to 30 Nov 2026 (both dates inclusive)

Eligible Products
Blue Cross "Northbound Travel for Hong Kong Vehicles" Motor Insurance Plan ("Northbound Vehicle Insurance").

Campaign Rules and Rewards
The top 5 AIA Hong Kong Financial Planners with the highest cumulative eligible premium from successfully issued "Northbound Vehicle Insurance" policies during the campaign period will each receive two Hong Kong Disneyland 1-Day e-Tickets (total value: HK$1,878).

Double Production Credit
If the customer's vehicle is already insured under Blue Cross SmartPro Drive, the eligible premium of any successfully issued "Northbound Vehicle Insurance" policy during the campaign period will be counted as double production credit for the purpose of campaign ranking, helping you accumulate production faster and improve your ranking.

Capitalize on the growing demand for "Northbound Travel for Hong Kong Vehicles" motor insurance, expand your business, boost your production, and stand a chance to win exciting rewards!

Terms and Conditions:

1. Policies must be successfully issued by Blue Cross during the campaign period (both dates inclusive).
2. Premium will be calculated based on the premium payable and paid by the customer after deducting premium discounts, sales discounts, or other discounts.
3. If the accumulated eligible total premiums are the same, Blue Cross reserves the sole right to determine eligibility based on other business considerations.
4. Policies withdrawn or cancelled within campaign period will not be counted.
5. All rewards are non-refundable, non-transferrable and cannot be exchanged for cash. Lost rewards will not be reissued. Reward distribution arrangements will be announced at a later date and are subject to Blue Cross's final decision.
6. All winning AIA Hong Kong Financial Planners must remain licensed insurance agents of Blue Cross at the time the rewards are distributed. Blue Cross will notify the winners by email approximately four months after the end of the campaign period.
7. Blue Cross reserves the right to modify or cancel this promotion and to amend these terms and conditions at any time without prior notice.
8. In case of any dispute, the decision of Blue Cross shall be final and binding.

Important notes:

1. This email is an internal document issued by Blue Cross (Asia-Pacific) Insurance Limited ("Blue Cross"). You must not disseminate, distribute or circulate this email to any third parties.
2. The above information is for distribution in Hong Kong only. The distribution of the information is not and shall not be construed as an offer to sell or a solicitation to buy or a provision of any insurance product outside Hong Kong. Blue Cross (Asia-Pacific) Insurance Limited is a subsidiary of AIA Group Limited. It is not affiliated with or related in any way to Blue Cross and Blue Shield Association or any of its affiliates or licensees.
3. If you have not passed the Insurance Intermediaries Qualifying Examination – Paper II (General Insurance) and have not yet registered as a licensed insurance agent with Blue Cross, you are encouraged to complete the examination and the appointment process to become eligible to sell Blue Cross insurance products. Please be reminded that any non-registered insurance agent is prohibited from introducing, promoting, recommending and/or selling Blue Cross insurance product(s) to any customers/potential customers prior to the completion of the appointment process with Blue Cross.