

Strategic Responses Of The Asian Insurance Industry To The Longevity Era

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01. Multi-Dimensional Response to the Longevity Era

02. Insurers should pay more attention to Home-based Elder Care services



Asia's Life Insurance Industry: Multi-Dimensional Response to the Longevity Era

Longevity Strategy Guided by **Vision**

- AIA: *Live Healthier, Longer, Better Lives*
- Tai Kang Life: *Enable people to live long, healthy, and prosperous lives*

Strategic Focus on Healthy Aging

- SOMPO Japan: Enhance lifetime value by extending healthy life expectancy
- Insurers integrate health promotion into long-term customer engagement

Product Innovation for Aging Needs

- Tailored offerings: annuities, long-term care (LTC), dementia, cancer, UL/VA
- Address both financial security and health risks of older adults

Building Elderly-Centric Service Ecosystems

- Services include health management, Home-Based Senior Care, CCRC and so on
- Focus on “**Home-Based Senior Care**” and holistic wellness support

Senior-Friendly IT System Design

- Enlarged fonts, simplified navigation, voice interaction, adaptive interfaces
- Improves accessibility and digital inclusion for older users

Strategic Investment in Aging Infrastructure

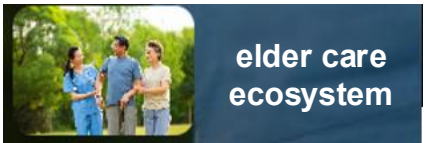
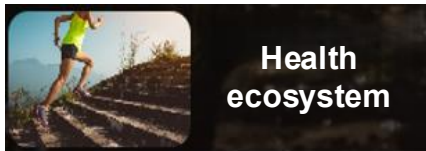
- Investment in hospitals, doctor networks, check-up centers, CCRC, care facilities
- Supports service delivery and long-term value creation



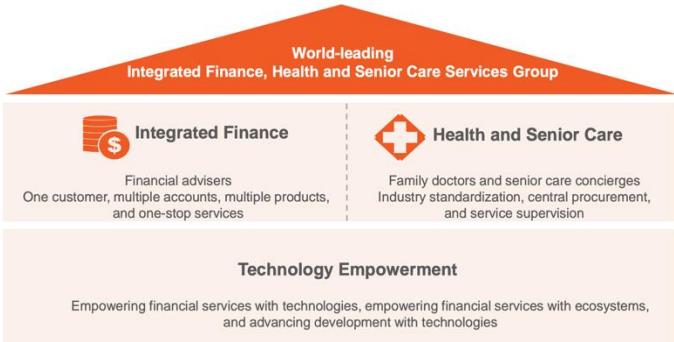
Leading Insurers Are Shaping Ecosystems That Address Customers' Health, Longevity, and Wealth Needs



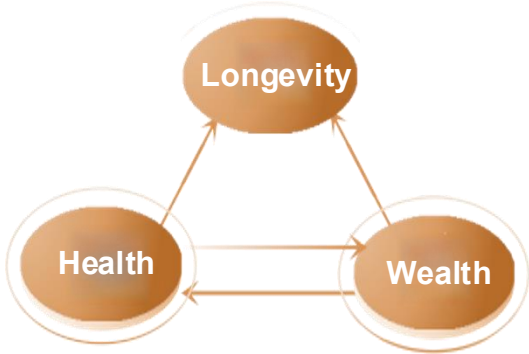
Live Healthier, Longer, Better Lives



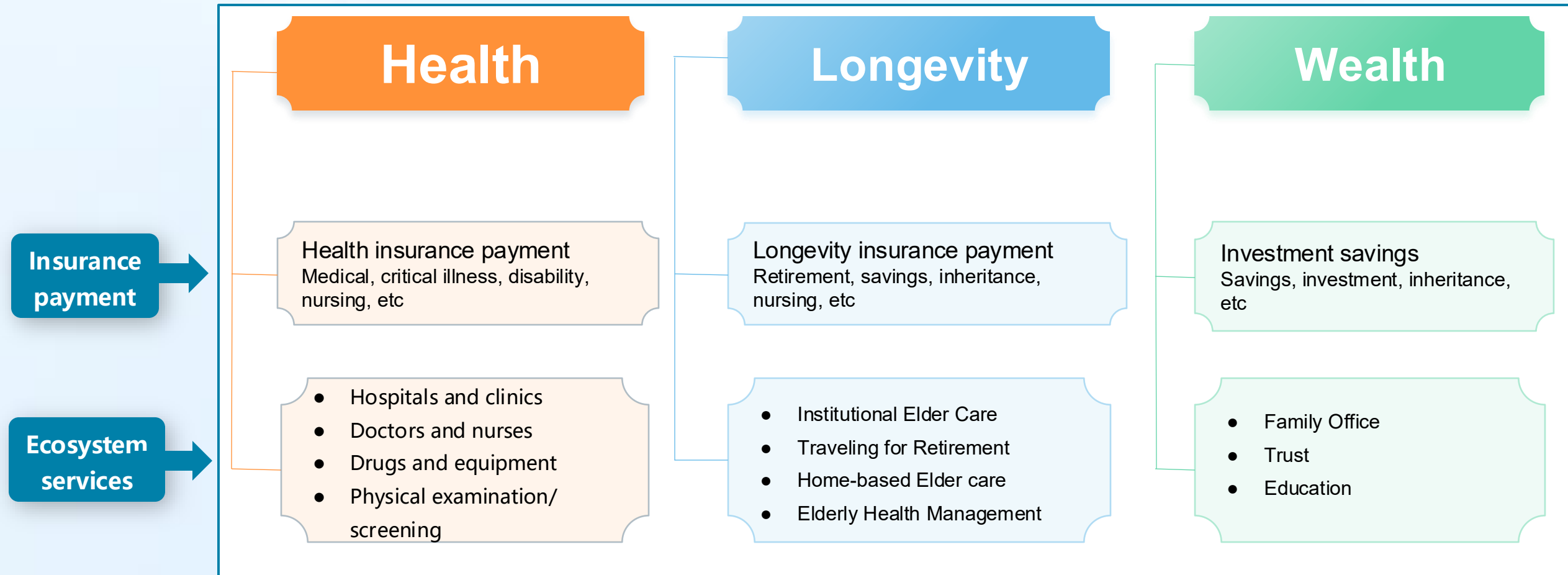
Financial Advisors,
Family Doctors, Senior Care Concierges



Live healthier, longer, and wealthier



Leading Insurers Are Shaping Ecosystems That Address Customers' Health, Longevity, and Wealth Needs



Leading Insurers Are Shaping Ecosystems That Address Customers' Health, Longevity, and Wealth Needs

Customer Perspective

Customers need more than insurance payouts and financial support

→ They increasingly expect **comprehensive solutions** that address life challenges.

Example: Retirement concerns go beyond income

→ Clients worry not only about *retirement cash flow*, but also about *access to quality elder care services*.

Channel Perspective

Enable more refined channel and customer operations

→ Provide **scenario-based engagement** to deepen customer connection.

Example: Use *home-based elder care* as a context for **experiential marketing**

→ Create emotional resonance and service relevance.

Product Perspective

Move beyond price-driven competition in insurance products

→ Focus on **serious service offerings** that improve customer health outcomes.

Healthier customers lead to better risk profiles

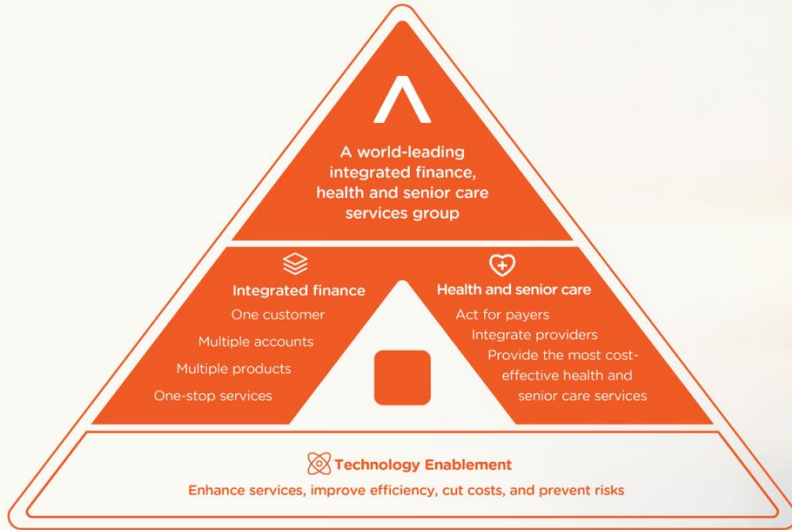
→ Which in turn enhances **product profitability** and long-term value.



Some Are Using Home-Based Elder Care To Respond To The Age Of Longevity, Such As Ping An

Stay Focused: Integrated Finance + Health and Senior Care Strategy

Home-based Senior Care: the Largest Provider; the 1st Choice for Quality Care



Serving the most customers

120,000+ customers entitled to services
60,000+ have activated services
 Expanded to **64** cities in 3 years



Providing most comprehensive services

10 scenarios (medical care, dining, housing, exercise, wealth, rehabilitation, wellness, entertainment, nursing and hospice)
600+ service items



Providing most professional services

4 group standards
 Whole-process supervision
 Customers pay only when satisfied

Examples of featured services



01

Medical

Family Doctor as a lever
Connecting health resources

02

Pension

Senior Care Concierges as a lever
Connecting elder care services

03

Wealth

Financial Advisors as leverage
Provide multiple products

Home-based Senior Care: Develop 4 Alliances and Create Value with Expertise

Huge demand
Core competitiveness
Business results

Medical Alliance

1+N+1 Medical service system

190mn

with chronic diseases

Full cycle management

Working with *PKU International Hospital*

- 1 specialist team
- N tailored treatment plans
- 1 online + offline disease management system
- 7 tailored chronic disease management plans

Serving times
4X YoY in 1H 2024

Nursing Alliance

5 "ones" Rehab & nursing alliance

44mn

disabled/ semi-disabled

Worry-free services

Issued the first "*Home-based Rehab & Nursing Service Standards*" with *PKUCare Rehab Hospital* and *China Association of Gerontology and Geriatrics*

Partner with **40+** service providers
Cover **4** types of diseases and **10** rehab/nursing service items

Serving times
12X YoY in 1H 2024

Housing Alliance

PA-SAFE Home safety system

>60%

in unfriendly homes

"5-7-3" Renovation

Issued *Guidelines on Senior-friendly Home Design* with *Zhou Yanmin Studio of Tsinghua University*

- 5-minute self-assessment
- 7 space improvements
- "3-in-1" whole-process concierge

Serving times
3X QoQ in 3 months after launch

Entertainment Alliance

FUN friends Multilevel companion system

>60%

feel lonely

"Accompanied Study & Tour"

PKU x PA home-based class:

"Concierge-accompanied learning" program: pre-class preview, after-class discussion, final class party with classmates, and return to "youth"

Accompanied tour and sojourn plans

6+ sojourn routes in
16 provinces
Senior courses in **21 cities**

Some Are Using Home-Based Elder Care To Respond To The Age Of Longevity, Such As AIA SG

AIA SG partners with on third party to offer home care services. This third party is a local medical and home care provider.

- Who is eligible: PA product, issue age up to 80 years old.
- Offer negotiated rates for home care services provided by a third party.
- Home care offers support for you and your loved ones by delivering high-quality healthcare right at your home.
- In addition to nursing, medical, and therapy services, home care professionals also offer companionship through meaningful activities.



Comfort and familiarity of home environment

Receiving care at home removes the stress and anxiety often associated with moving to a new living environment. It also allows you to maintain your routines and enjoy the company of your loved ones.



Personalized care plan to suit your needs

Rest assured that your specific preferences and requests are part of the tailored care plan provided during the home care visit.



Cost effective alternative paired with convenience

Home care is more affordable as compared to living in long-term care facilities. Additionally, it minimizes the need for transfers between home and medical facilities, easing unnecessary stress for the caregivers.



Professionally trained to perform nursing procedures

Besides assisting with basic personal care, the home care team are also well-trained to provide basic medical treatments.

Some Are Using Home-Based Elder Care To Respond To The Age Of Longevity, Such As Cathy Life TW

整合多樣化 照顧資源

找到最合適的病後照顧服務



精選優質
照顧服務



理賠後
暖心關懷



中化銀髮
客製長照計劃



The care content includes:

- Care appointment
- cell storage
- elderly-oriented reform
- Assistive equipment consultation
- Delivery of medicine to your doorstep
- Stress relief
- Regular admission discounts for licensed institutions

Accompany you for good treatment - fracture

Providing fracture patients with diverse heart care services, promoting health and support to daily routines. Pu Tai people will accompany you to a peaceful recovery

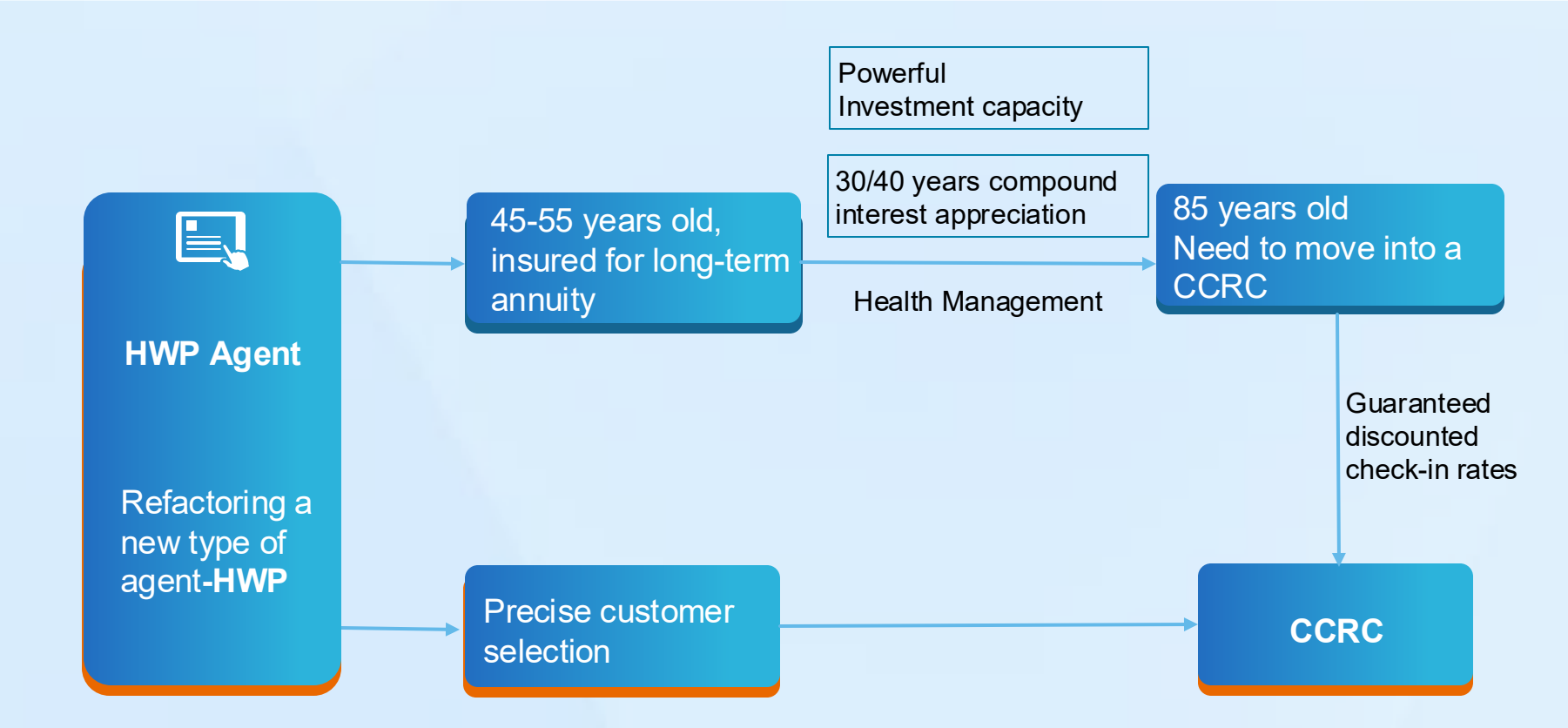
Accompanying You for Good Treatment - Cancer

Collaborating with major pharmaceutical companies such as Da Pharmaceutical Bureau and Tai Rui Foundation, we provide heartwarming services that cater to both physical and mental well-being. Our goal is to prevent potential customers from spending their entire lives opening cards

Accompany you for good treatment - caregiver

The people of Guotai speak ill of the difficulties faced by those who know how to conceal their true nature. With the help of many companions, we provide thoughtful support and accompany you to protect yourself and your family

Others Are Using Institutional Elder Care To Respond To The Age Of Longevity, Such As **Tai Kang**



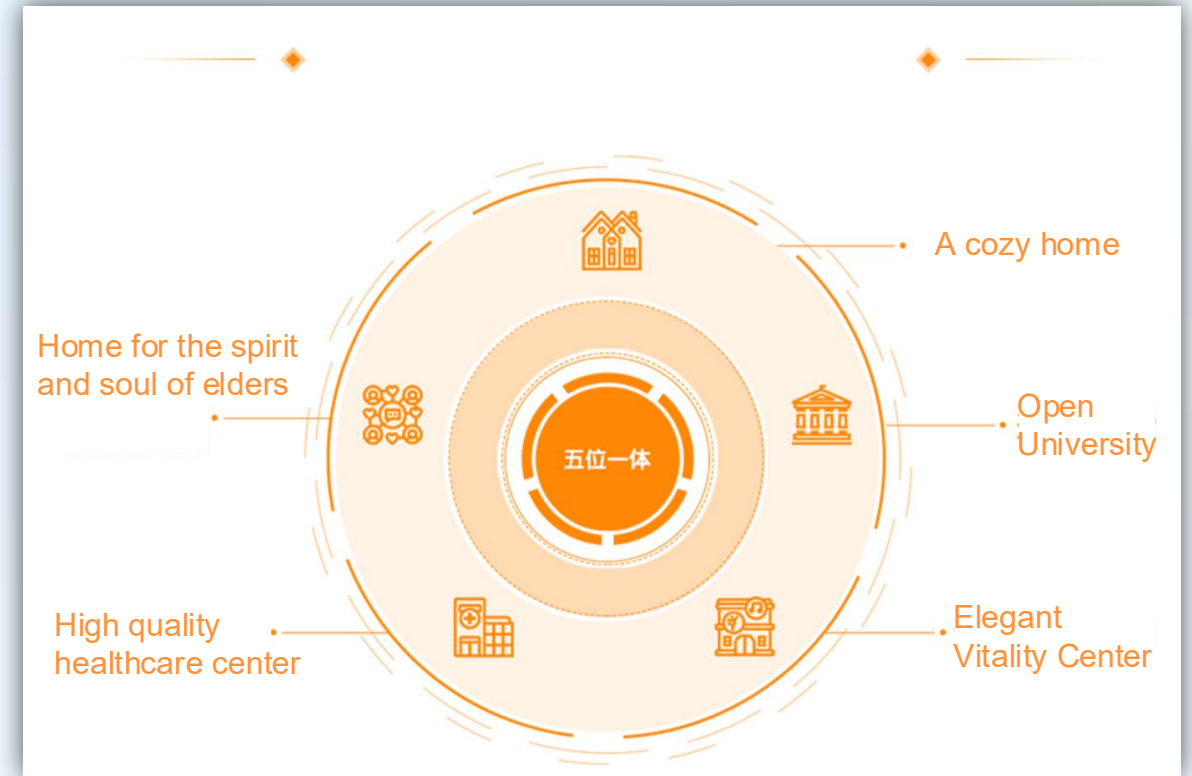
Tai Kang Solution for Longevity Era

Others Are Using Institutional Elder Care To Respond To The Age Of Longevity, Such As Tai Kang - Cont'd

Taikang has currently opened **26** CCRC and laid out projects in **36** cities (44 projects).



Taikang CCRC "Five in One" Lifestyle



Some Are Using Retirement with Traveling To Respond To The Age Of Longevity, Such As BOCL HK

Hong Kong people go to Chinese Mainland for the elder care, especially in the Greater Bay Area:

- Convenient traffic
- Cheap
- Service discounts
- Government encourages
- First class facilities
- Cultural integration

Hong Kong's elder care system Unique Characteristics :

- Public hospitals offer free services but are long waiting.
- Private healthcare is costly while less accessible.
- Limited living space is challenge for home-based elder care.
- Supportive domestic helper policies positively contribute to caregiving for the elderly.



Discounts and reservation services for package bookings

The network of the sojourn bases covers Hangzhou, Chengdu, Qingdao, Nanjing, Fuzhou, Xiamen, Changsha, Dali, Sanya, Mount Huangshan, Zhuhai and eight other big bay cities



Exclusive travel butler provides free consultation and itinerary arrangement

Tailored itinerary arrangements and order payments, including transportation, dining, and attractions, and carefully planned designated wellness services



Local social support and life support assistance

Collaborate with local community networks through travel bases to help integrate into the local community and provide appropriate support to assist in adapting to local life

01. Multi-Dimensional Response to the Longevity Era

02. Insurers Should Pay More Attention To Home-based Elder Care Services



Insurers Should Pay More Attention To Home-based Elder Care Services



Largest number of elderly prefer home-based care, vast and promising market.



The service offerings in home-based elder care are **highly diverse**, making it easier to **engage and manage customer relationships**.



Home-based elder care helps **De-Risking**, aligning well with insurance-related scenarios.



Home-based elder care offers service types suitable for **early-stage rollout**.



Technological advancements are unlocking **new possibilities** for home-based elder care, while also generating large volumes of valuable data.

The Majority Of Elderly Prefer Home-Based Care: Vast And Promising Market

Mainland China	15.4% of population is 65+ (~216.8 million as of 2023)	<ul style="list-style-type: none">• Intention: 90% home care, 7% community elder care, 3% institutional elder care• Actual (2023): 99% home care, 1% in institutions
Japan	29.4% of population is 65+ (~36.2 million as of 2025)	<ul style="list-style-type: none">• Focus on community-based integrated care systems to age in place• 2017: 53.5% in home care, 10.7% in community elder care, 35.8% in nursing institutions• 2024 (estimates overlap): 72.8%, 19.7%, 20.9% respectively.
Taiwan	19.2% of population is 65+ (~4.5 million as of 2024)	<ul style="list-style-type: none">• Strong focus on community centers to help with aging in place• 2022 report: 91% of 65+ want to live at home, but ~35% are willing to move into an institution in the future
Singapore	13.7% of population is 65+ (~829K as of 2024)	<ul style="list-style-type: none">• Care at Home: is the majority and helper policies• Care Centers and Clinics: can go to in the day and return home in the evening• Inpatient Hospices and Nursing Homes, for those who cannot care for themselves or care that can't be provided at home

Easier to Engage Customer: Home-Based Elder Care Services Are Highly Diverse

Medical and Health Management Services

- Routine health/vital signs management
- Chronic disease management
- Medication administration/management/review
- Telemedicine/remote monitoring
- Nursing care (e.g. wound dressing)
- Palliative and end-of-life care

Physical Support

- Personal hygiene assistance
- Fall prevention
- Mobility support (e.g. transferring, walking, stairs)
- Physical rehabilitation
- Assistive devices (e.g. wheelchairs, hearing aids, emergency response systems)

Activities of Daily Living Assistance

- Meal preparation
- Managing finances
- Housekeeping
- Transportation
- Shopping assistance
- Home environment adaptation

Psychological & Social Support

- Mental health services
- Companion services
- Social activity facilitation
- Cognitive stimulation
- Caregiver respite services

De-Risking: Regular Monitoring, Medicine Adherence, & Optimizing Healthcare Access Influence Mortality Rates

Service type	Notes	Mortality Rate (MR) Impacts
Chronic disease management	Care strategies include regular monitoring to catch warning signs earlier, multi-morbidity (and lifestyle) management, and medicine adherence. Significant reduction in hospitalization rates, long-term care admission, readmissions.	Undeterminable - if related to medicine adherence ↓ by 40%
Social support	Involves perceived availability of help or received support; impact theories include buffer against stress and avenue to access to health care by providing informal resources (e.g., economic assistance, transportation). Reducing social isolation, which is likely due to illness and poor functional mobility, is key. Mental health services can decrease mortality rates.	↓ by 50% for those with 1-2 chronic illness but not with 2+
Medication management	Assumes better medicine adherence = more regular lifestyle and more healthy behavior	↓ by 45%
Fall prevention	Interventions are best for people with high fall risk; but low implementation because beneficiaries think it interferes with their independence and environment	↓ by 20-40%
Telehealth /telemonitoring	Modern extension of CDM; telemonitoring is potentially more effective than structured telephone support	↓ by 20%-34%
Nutritional support	Studies done in hospital settings; most effective for malnourished or nutritionally at-risk adults	↓ by 22%

Source: 1) Social Relationships and Mortality Risk: A Meta-analytic Review; 2) Social isolation, loneliness, and all-cause mortality in older men and women; 3) Effect of medication adherence on long-term all-cause-mortality and hospitalization for cardiovascular disease in 65,067 newly diagnosed type 2 diabetes patients; 4) Overall Medication Adherence as an Indicator for Health Outcomes Among Elderly Patients With Hypertension and Diabetes; 5) Effectiveness and cost-effectiveness of a single home-based fall prevention program: a prospective observational study based on questionnaires and claims data; 6) The Effectiveness of a Community-Based Program for Reducing the Incidence of Falls in the Elderly: A Randomized Trial; 7) Effectiveness of Mobile Health Technology Interventions for Patients With Heart Failure: Systematic Review and Meta-analysis; 8) Supportive interventions for enhancing dietary intake in malnourished or nutritionally at-risk adults

Home-Based Elder Care Offer Service Types Suitable For Early-Stage Rollout

Service Type	Implementation Difficulty Level (high to low)	Cost Estimate (\$-\$\$\$\$)	Notes/Adoption Barriers
Chronic disease management	High	\$\$\$	Requires specialized medical personnel, treatment plan coordination, potentially monitoring equipment; more nurse visits
Telehealth /telemonitoring	Mid	\$\$	Requires technology rental/purchase, monitoring subscription fee, monitoring staff time per alert, data costs, user education, user willingness to adopt
Social support	Mid	\$\$\$	Occasional visits is easy to achieve, but is more difficult to maintain consistent quality engagement. Quality and trust are key to success. Trained personnel supply is low and costly
Fall prevention	Mid	\$\$	Low adoption of home modification/home safety changes to due mindsets - potentially need design engagement/counseling; physical therapy might be costly
Medication management (and review)	Low to Mid	\$-\$\$	Requires specialized medical personnel, treatment plan coordination Can be as simple as a (smart) pill dispenser or blister packing
Nutritional support	Low	\$-\$\$	Meal delivery services are available, but need to consider education, appetite changes, food cost inhibitors

Technological Advancements Are Unlocking New Possibilities For Home-Based Elder Care

Telehealth Adoption Expansion

- Greater adoption of telemedicine for follow up and teleconsultations
- Remote (smart) patient monitoring, wearables, and self-monitoring tech empower patients and inform healthcare professionals
- Better Electronic Medical Records (EMR) and integrated healthcare platforms share health data for better treatment plan coordination

New Technology

- At-home testing
- AI diagnostics and analytics
- Robot caregivers: Assistive robots (ADLs); Companion robots (emotional support); Monitoring and healthcare support
- Commercial 5G deployment for high speed, high reliability, low latency for early detection or prompt management (Taiwan)
- AI powered cybersecurity

Safe, Reliable Pharmaceutical Distribution

- Medicine drone delivery to improve access/ distribution especially in isolated and disadvantaged areas
- Delivery performance Improvements, such as route optimization, cold management, anti-counterfeit serialization, bio-logistics, real-time tracking, centralized dashboards

Technological Advancements Are Unlocking New Possibilities For Home-Based Elder Care

Non-intrusiveness

Seamless integration into environment and into daily life to help maintain user autonomy and for those reluctant to change

- Radar, Wi-Fi sensing
- Smart products (robot bed, pressure mats, plates)
- Wearables (IoT fabric)
- Innovation (fall proofed floors, texture modified food, new support apps)

Privacy first

Advocates for patient privacy first

- No cameras
- Ambient detection (thermal, millimeter waves)
- AI-powered cybersecurity

Real-time Intelligence

Enables diagnostic services, faster proactive intervention, and bridges knowledge/ translation gaps - increased patient engagement

- 5G
- Predictive or analytical AI
- IoT
- Electronic patient records



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