



Media Alert

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Cigna supports Hong Kong Cancer Fund to raise breast health awareness

Hong Kong – September 5, 2019 Cigna Corporation's (NYSE:CI) Hong Kong business is pleased to support Hong Kong Cancer Fund Pink Revolution through its sponsorship of the campaign which aims to raise awareness around breast health and support women with breast cancer in the city.

According to statistics released by the Centre for Health Protection, breast cancer is the most common cancer among women in Hong Kong. In 2017, breast cancer was the third leading cause of cancer deaths¹ among female in Hong Kong, after lung and colorectal cancers.

"Cigna aspires to be an active health and well-being partner that goes beyond providing insurance services. Our support to Hong Kong Cancer Fund Pink Revolution aims to increase awareness amongst Hong Kong women of the importance of early detection and the prevention options available. At Cigna, we are dedicated to giving back to the communities that we serve to make a positive difference in people's lives," said Mr. Yuman Chan, CEO & Country Manager, Cigna Hong Kong.

In support of the meaningful initiatives, Cigna Hong Kong will donate HK\$100 to Hong Kong Cancer Fund for each issued policy of Cigna HealthSecure Lady Care Plan, a health insurance solution that provides medical care with prevention and financial protection for women in the event of a critical illness, from now till 31 December 2019.

For more details of Cigna HealthSecure Lady Care Plan, click [here](#) or [download](#) the product brochure.

Note:

1. Centre for Health Protection, Department of Health, The Government of the Hong Kong Special Administrative Region (<https://www.chp.gov.hk/en/healthtopics/content/25/53.html>)

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About Cigna Worldwide Life Insurance Company Limited & Cigna Worldwide General Insurance Company Limited (Cigna Hong Kong)

Since 1933, Cigna Hong Kong has been offering insurance solutions at the right place and the right time, providing advice to customers throughout the different stages of their life journeys. Cigna delivers comprehensive health and wellness solutions to employers, employees and individual customers. Leveraging an extensive global healthcare network, Cigna provides group medical benefits that are suitable for international companies with a worldwide workforce, but also offers tailored and packaged group medical insurance plans to local small and medium-sized enterprises that fit specific needs of the company and its employees. For individual customers, Cigna offers a full suite of health insurance products that caters to consumers' diverse needs. For more details, please visit www.cigna.com.hk.

About Cancer Fund Pink Revolution

Pink Revolution is Hong Kong's biggest and most comprehensive breast cancer education and fundraising campaign, running every October in parallel with international Breast Cancer Awareness Month. Each year, Pink Revolution reminds women about the importance of regular breast checks and empowers them to take charge of their own breast health with the message that early detection and treatment saves lives. The campaign also raises funds through initiatives such as Shop for Pink and Dress Pink Day, with all funds raised going towards Cancer Fund's FREE breast cancer care services to support women with breast cancer.

www.cancer-fund.org/pink