

Press Information
For immediate release



BENCHMARK Wealth Management Awards 2020

Insurance Company of the Year Winner Announced!

[February 27, 2021 | Hong Kong]

Hong Kong – Benchmark is delighted to announce that **AXA Hong Kong and Macau** has won the **Insurance Company of the Year Award!**

This prestigious award has been widely followed and supported by financial institutions in the region, and winners of different awards have gone through rigorous processes and selection by highly regarded jurors!

In its 11th year, the BENCHMARK Wealth Management Awards is the wealth management industry's crown jewel. Winning the Grand title means that the winner has the highest overall ratings in Benchmark's 22 qualitative and 54 metrics, where companies are assessed against by 2,094 Hong Kong and Mainland Visiting Customers'. The 5-star rating scale assesses the Voice of the Customers' (VOC) sentiment towards the companies' quality in brand, client services, governance, and digital experience on a 5-star rating scale and has earned the most support from the Judging Committee. [Click here](#) to learn more about the methodology.

In addition to **the Insurance Company of the Year**, Benchmark also reveals the winners of the **Brand of the Year** by AXA Hong Kong and Macau, **Social Media Engagement Award** by Sun Life Hong Kong, and **IFA of the Year** (over 100 seats) by AMG Financial Group.

"The year 2020 has been a challenging one. Despite multiple social challenges and fighting against a pandemic of a lifetime, these winning companies kept their aspirations to do better. While we were setting the bar higher, they were setting their bars higher too. I am most pleased to see this industry come together to do more for their customers and aid society by mobilizing their resources and workforce. It is times like this we need to do better, to stay outside our comfort zone and innovate. I am particularly grateful for the transparency and disclosure of these participating companies to industry veterans where their products, brands, and governance will be judged against the customers' safety. As a profit-for-purpose organization, it gives me great joy to continue to drive best practices in the financial services industry and continue to set the bar higher," said Elsa Pau, the organizer's CEO of WealthAsia Group.

[Click here](#) to view our **Grand Awards Announcement**

Photo Captions

Photo caption (1) Andrea Wong, Chief Marketing and Customer Officer at AXA Hong Kong and Macau (Center), accepting the highly coveted "Insurance Company of the Year 2020" Award from Juror, Chris Kyme, Creative Director/Co-Founder, KymeChow Communications (L1), and Elsa Pau, CEO of the Organizer, WealthAsia Group (R1)



Photo caption (2) Betty Lee, Chief Product Officer of Sun Life Hong Kong (Center), accepting the "Social Media Engagement Award 2020" from Juror Marc Baloch, Founder, Resonance Asia (L1), and Elsa Pau, CEO of the Organizer, WealthAsia Group (R1)



Photo caption (3) Arnold Yeung, Chairman, and CEO of AMG Financial Group (R2), accompanied by Wyman Leung (R1) and Henry Leung (L1), accepting the "IFA of the Year (over 100 seats) 2020" Award for the 5th consecutive year, from Elsa Pau, CEO of the Organizer, WealthAsia Group (L2)



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About the Awards

The BENCHMARK Wealth Management Awards has a sole mission to protect investors' interests by driving companies in the financial ecosystem to become more responsible, sustainable, and agile. We accomplish our mission by addressing gaps in the providers' fundamentals and listening to what the customers are saying. The awards combine the insights and assessments by industry veterans and referencing to findings of the Voice of the Customers (VOC). The awards are systematic with multiple layers of scoring and weighting of various attributes and features.

To learn more about the BENCHMARK's Wealth Management Awards, [click here](#) or visit <https://2020.benchmark.exchange/awards-wealth-management/>

To learn more about the new BENCHMARK Five Star Quality Ratings, [click here](#) or visit <https://2020.benchmark.exchange/awards-wealth-management/methodology/>

Winners 2020

[Winners of 2020 and their Winning Categories](#)

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