Press Release

HKMCA Launches "Panda Mode ON!" Public Education Campaign

HKMC Annuity Limited (HKMCA), a wholly-owned subsidiary of The Hong Kong Mortgage Corporation Limited, announced today (25 June) the launch of a six-month "Panda Mode ON!" public education campaign, which uses the joyful, worry-free lifestyle of pandas as a metaphor to showcase retirement financial planning concepts and encourage retirees to achieve a stable and prosperous "Panda Mode" retirement through the creation of a lifelong income stream.

The HKMCA is launching a series of promotional activities including television commercials, outdoor, online and social media advertising across multi-media channels starting this month. Public education and outreach activities will also be held across Hong Kong, including a booth at the "10th Golden Age Expo and Summit 2025", five "Well-Planned for Life. Stable for Life" roving exhibitions at Ocean Park Hong Kong and major shopping malls in various districts, together with a promotional truck and information panels, to help promote the importance of retirement financial planning. For details of the outreach activities, please refer to the annex.

To reinforce public understanding of the HKMC Annuity Plan (Plan) and longevity risk management, the HKMCA is also expanding the "Mr. Well-Planned" series. In addition to utilising relatable day-to-day scenarios to highlight the key features of the Plan through television commercials, a new "Answer with One Click" webpage (www.hkmca.hk/eng/QnA/) has been

launched to provide the public with a convenient way to access answers to frequently asked questions.

For more information, please visit the HKMCA website (www.hkmca.hk) or the Facebook page (www.facebook.com/HKMCAnnuity). For enquiries, please call the HKMCA customer service hotline at (852) 2512 5000.

HKMC Annuity Limited
25 June 2025

Annex

Arrangement of Public Education and Outreach Activities

10th Golden Age Expo and Summit 2025^	**Date**
Hall 3FG of the Hong Kong Convention and Exhibition Centre (Booth H17 and H19)	31 July-2 August, 2025

Location of Roving Exhibition^	**Date**
Waterfront Plaza (near the "Panda Wonders" exhibition), Ocean Park Hong Kong	9-10 August, 2025
L2 Atrium, MOSTown, Ma On Shan	11-13 September, 2025
Main Atrium, 1/F, Phase 1, tmtplaza, Tuen Mun	16-18 October, 2025
Atrium, G/F, Windsor House, Causeway Bay	30 October- 1 November, 2025
Level LG2, Festival Walk, Kowloon Tong	6-8 November, 2025

Tour Location# of Promotional Truck^	**Date**
Sha Tin and Tai Wai	17 November, 2025
Heng Fa Chuen and Chai Wan	19 November, 2025
Aberdeen and South Horizon	21 November, 2025
Kowloon Bay and Tseung Kwan O	1 December, 2025
Tsuen Wan and Kwai Fong	3 December, 2025
Fanling and Sheung Shui	5 December, 2025

Location of Information Panels	Date
1/F Grand Staircase Front (North), Central Market	24-28 July, 2025
Waterfront Plaza (near the “Panda Wonders” exhibition), Hong Kong Ocean Park	2-23 August, 2025
1/F, Zone D, Tai Po Mega Mall	14-17 August, 2025

^ Consultation services for the Plan by Annuity Consultants of the HKMCA are available.

Actual parking locations of the promotional truck will be announced on the HKMC Annuity Facebook page.

Any changes to the above events will be announced through the HKMCA Facebook page and the website.