Press Release

HKMCA Launches "Retire Well. Live Fully." Public Education Campaign Partnering with "Grasshopper" to Promote "Sustainable Retirement Lifestyle" Concept

HKMC Annuity Limited (HKMCA), a wholly-owned subsidiary of The Hong Kong Mortgage Corporation Limited, announced today (17 November) the launch of the "Retire Well. Live Fully." public education campaign. Dedicated to raising public awareness of the "Sustainable Retirement Lifestyle" concept, the initiative features participation by Hong Kong's legendary pop trio "Grasshopper" (Calvin Choy, Remus Choy, and Edmond So).

With sixties marking a new chapter in their lives, the trio continues to exude timeless energy and charm, advancing their life and careers with a proactive "Grasshopper 6.0" mindset. This outlook on life aligns closely with the "Sustainable Retirement Lifestyle" concept that the HKMCA promotes.

To resonate with the public, the HKMCA has adapted "Grasshopper's" classic hit "World Will Become Beautiful" (《世界會變得很美》) into a re-recorded version titled "Retire Well. Live Fully." (《退休世界 變得很美》). Through the familiar melody and the trios' personal reflections on entering a new stage of life, the HKMCA hopes to connect with the public's aspirations for an ideal retirement and encourage people to build a sustainable retirement lifestyle that balances financial security, health, social well-being, and personal fulfillment.

Mr Daniel Leong, Executive Director and Chief Executive Officer of the HKMCA, said, "People in Hong Kong are living longer. According to figures published by the Census and Statistics Department in 2026**,** a man aged 60 is expected to live to around 86 on average, and a woman of the same age to around 90[1]. With retirement potentially spanning several decades, multi-dimensional planning for active ageing is essential to a "Sustainable Retirement". Through the infectious energy of the "Grasshopper" trio, we hope to raise public awareness of the importance of long-term retirement planning and encourage people to build a solid financial foundation for a fulfilling and sustainable retirement."

"Grasshopper 6.0" Retirement Philosophy: Active Ageing and Financial Independence

During production, the "Grasshopper" trio shared their thoughts on retirement. They believe age is just a number and that life can remain fulfilling as long as they stay curious and passionate about it. As the lyrics express, "Live happily and worry-free every day, feel truly at ease, accompanying me through every challenge." They believe that proactive financial planning, a steady and reliable stream of passive income, and the ability to look after themselves without causing concern to their families are essential foundations for retirement. The HKMCA is a lifelong partner to the people of Hong Kong, helping them navigate life's challenges and achieve their ideal retirement lifestyle.

[1] Census and Statistics Department: "Hong Kong Life Tables 2016-2046" (Date of access: October 2026)

Walking Hand in Hand Into a Brighter New Chapter of Retirement

Through this collaboration with "Grasshopper", the HKMCA hopes to harness the trio's positive, can-do image and the moving melody of "Retire Well. Live Fully." to inspire the public to plan for retirement. With retirement potentially spanning several decades, the HKMCA will continue to serve as a trusted lifelong financial partner to the people of Hong Kong, helping them build a sustainable retirement through its annuity products.

HKMC Annuity Limited

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