



# MPF Employer Newsletter

December  
2024

## Latest News

### Digital Transformation – Joining the eMPF Platform

Starting from 29 July 2024, China Life Trustees Limited ( “CLT” ) has been officially participated the **eMPF platform** ( “eMPF” ) to execute MPF administrative instruction, becoming the second MPF Scheme to join the platform. Employers under the China Life MPF Master Trust Scheme can enjoy the various features of this one-stop comprehensive electronic platform after registering with eMPF, allowing them to manage their MPF easily anytime and anywhere. For details, please refer to the “Notice to Participating Employers and Members” issued on 22 May 2024.

### Comprehensive Support Services

To assist employers in smoothly transitioning to eMPF, CLT has mailed communication pack to our employers, notifying them of relevant registration arrangements and important note on joining the eMPF. Starting from June, CLT has also been providing diversified services supporting our customers:

#### eMPF Experience Day

On 8 May 2024, CLT held an eMPF Experience Day with eMPF. Through one-on-one eMPF platform demonstration, CLT aims to enhance employer’s understanding on handling MPF administration instructions via eMPF Platform.

#### Communication and Education

Since June, CLT has held dozens of eMPF seminars with the eMPF platform introducing eMPF features and services to employers, members and intermediaries to enhance their understanding of the platform.

#### Professional Outreach Services

Arrange Outreach onsite services for our employers to deliver professional services and assist on administrative related enquiry after joining the platform.

#### Dedicated Customer Service Team

Establish a dedicated Customer Service team to provide customized services to each employer. CLT offered follow up actions via multiple means to assist on contribution or administration related issues.



eMPF Experience Day



eMPF Seminar



## Website Enhancement

### New Website – launched "eMPF Corner"

In order to cooperate with joining eMPF, CLT has **launched an “eMPF Corner” webpage**, which aims to assist employers and scheme members learn about the platform to manage MPF easily . The eMPF Corner provides a range of functional pages which allow customers to browse the eMPF information and services anytime and anywhere.

The key functional pages include:

eMPF Seminars:	Seminar review videos in different languages, allowing customers to revisit the content and understand relevant eMPF information at their convenience.
Support Centre:	Providing tutorial videos link to learn the steps of enrolling different MPF accounts and reservation link for eMPF outreach team service (for employers only).
Useful Information:	Providing informative support such as Frequently Asked Questions (FAQ), useful links and documents.
Enquiry Channels:	Providing different channels for inquiries about the administrative matters of the eMPF platform.



## Regulatory and Compliance

### Type 13 Regulated Activity (RA13) License

With effect from 2 October 2024, CLT is one of the first 19 depository companies to be granted a Type 13 regulated activity (RA13) license or registration. CLT must strictly comply with and fulfill the regulatory requirements set by the Securities and Futures Commission (SFC), which mandate that all depositories of collective investment schemes possess a Type 13 activity license and registration.





## Awards

### China Life (Overseas) Named “Good MPF Employer ” for 8 Consecutive Years

The result of MPFA’s 2023-2024 Good MPF Employer Award has been announced. China Life (Overseas) has been named “Good MPF Employer” for 8 consecutive years. These awards recognized China Life’s dedication in performing employer’s duties and attend to retirement protection of employees.



### Honored with 11 prestigious awards during 2024

CLT has been widely recognized by the industry for its outstanding fund performance and innovative electronic services this year. China Life MPF Master Trust Scheme and funds have collectively honored to receive a total of 11 prestigious awards, underscoring excellence in both the MPF and fund sectors, such as MPF Ratings 2024 MPF Awards<sup>1</sup>, Bloomberg Business week/Chinese Edition Top Fund Awards 2023<sup>2</sup> and Financial Institutions 2024<sup>3</sup>, Hong Kong Institute of Marketing (HKIM) Leadership Awards 2023/2024<sup>4</sup>, and Hong Kong Economic Journal (HKEJ) Financial Services Awards of Excellence 2024<sup>5</sup> to commend CLT’s superior MPF products and service performance this year.



**Source :**

1. The awards and ratings were based on the selection criteria by MPF Ratings and the fund performance of constituent funds , fees and charges, and qualitative assessment as at 31 December 2023.
2. The MPF Awards assessed total return figures based on Bloomberg data as of 30 September 2023 and evaluated funds subject to asset class categories to identify the best performing funds. Please refer <https://www.bbwhkevent.com/tf2023>.
3. The awards was recognized based on Bloomberg’ s authoritative assessment of the outstanding performance of institutions in the banking, insurance and securities sectors from previous year. Please refer <https://www.bbwhkevent.com/fi2024>.
4. According to assessment of HKIM on enterprise’ s game-changing marketing strategies under the new-normal circumstances in 2023/2024. Please refer <https://hkim.org.hk/cms/content/30449>.
5. The awards was recognized based on HKEJ’ s qualitative assessment, including business performance and scalability, innovation and creativity, business strategy and public awareness. Please refer <https://features.hkej.com/template/features/html/fsa2024/index.html>.





## Customer Experience Enhancement

### “Customer Conference 2024” was successfully held!

On 28 November 2024, CLT held “Customer Conference 2024” at China Life Centre in Hung Hom, aiming to showcase CLT’s recent developments. Besides, CLT has invited professional speakers to share some employers concerned topics in order to strengthen customer relations and cooperation with our customers.



Customer Conference 2024

### Share diversity future development of MPF

This conference gathered nearly hundred employers and corporate representatives. After introducing CLT 's developments, several key topics were shared, such as retirement schemes and planning, investment strategies, and new digital management for MPF. CLT were able to understand customer’s needs through interactions and communications. Also, customer could grasp the latest trends in the financial market and MPF industry development.

Customer Conference 2024 celebrated CLT’s accomplishments of the past year and provided an excellent opportunity to look toward the future. CLT will continue to uphold its brand philosophy of “Lifelong Promise, Lifelong Partner” consistently improving quality of service, enhancing communication and collaboration with customers, jointly addressing future challenges, and achieving mutual benefits and success.



Customer Conference 2024 gathered nearly a hundred employers and corporate representatives to participate.



### “Made-easy guide book” for the MPF

New graduates entering the workforce often find they are unfamiliar with their new work environment, such as company structure, policies, personnel procedures and so forth. One of the new things in the workplace that fresh graduates must get used to is managing their MPF, starting with selecting an investment portfolio from the MPF scheme their employer enrolled them in. Nowhere to start? A “made-easy guide book” (Guide Book) from the MPF is here to help.

Starting in 2022, the MPFA required all MPF trustees to provide a “made-easy guide book” and a “Key Scheme Information Document” (KSID) for new MPF scheme members. The KSID condenses all essential information about their MPF scheme into approximately eight A4 pages of “quick-read notes” to help scheme members make decisions. The content summarizes basic but essential MPF information, such as:

- Fund choices
- Fees
- Risk levels
- Administrative processes

The MPFA requires that the KSID be written in a way that is easy to understand with ample use of graphics to present the information. The first page includes a table of contents for easy navigation to help scheme members select and find the necessary content. The KSID for all MPF schemes must follow a standardized sequence of content to facilitate easy comparisons among the various MPF schemes. For instance, to compare the fees of MPF schemes, simply turn to the corresponding pages in the KSIDs. This ensures that everyone can easily obtain all the essential information in the KSIDs.

With these simple and clear KSIDs, you can better understand the MPF without missing basic MPF information or making inappropriate investment decisions.

However, it is important to note that KSIDs are just a guide book. If you want to delve deeper into the details of MPF schemes, there are hyperlinks and/or QR codes to different MPF documents in the KSIDs, making it convenient for you to obtain further information and make wise investment decisions.

Remember, if you are new to the workplace, you should regularly review your MPF investment portfolio (e.g., every six to 12 months) to establish good habits in proactively managing your MPF!