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Life protection & savings  
Max Wealth Insurance Plan

**GROWTH and LIQUIDITY.**  
**Can we have it all?**



# GROWTH and LIQUIDITY.

## Can we have it all?

Who doesn't want their money earn uninterrupted growth all the time? Yet in an uncertain world where financial crises are looming large on the horizon, not being able to access money locked up in illiquid assets like real estate can limit your ability to exploit the market's upside promptly.

Asset growth and financial liquidity - can we have it all?

### Growth: Reaping Decent Returns with Life Policies

Life insurance is emerging as a highly popular channel of savings and investments due to its interest-compounding prowess delivering stable returns.

But growth isn't the only reason why life policies are generating so much interests.

### 2022 AXA New Savings Survey Findings

50% of respondents optimises their wealth through **insurance** as investment tool



Scan to watch a video and see how you can enjoy both growth and liquidity from **Max Wealth Insurance Plan**

Source of info: The "AXA Connect – New savings survey" was conducted by AXA Hong Kong in Mar 2022, results reflect the combined data of Hong Kong and Mainland China visitors.

\* The request for taking policy loan is subject to a maximum amount determined by the Company from time to time and the Company's approval. Interest will be charged on policy loans. The Company shall have the discretion to determine or change the interest rate from time to time. If any policy loans and interest are not repaid, they will be deducted from any benefits payable under the policy.

### Liquidity: A Life Policy Tool Offering Mighty Potentials

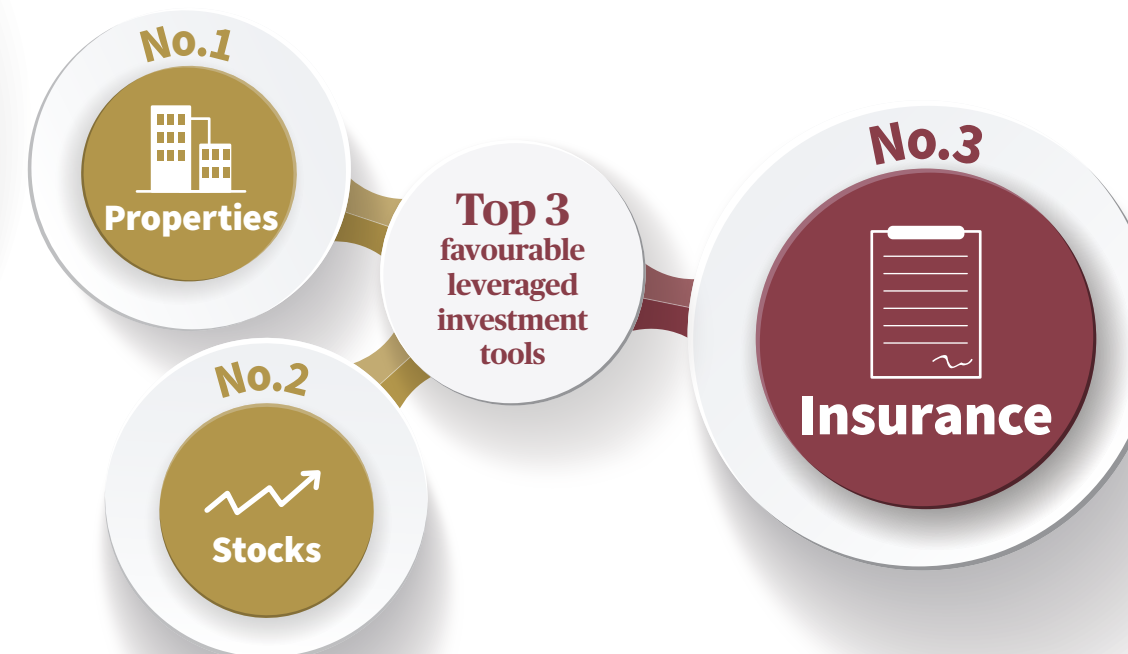
Cash is trash or cash is king? Having too much of it means you won't get any meaningful return - may even devalue due to inflation. Having too little means you might not have enough to enjoy life, pay tax, look after young ones, or take immediate action on alternative investment plans.

But it doesn't have to be a dilemma.

Certain life insurance policies let you pay a single premium upfront, which provides "cash value" from day one. This cash value can then be borrowed against\*, generating an immediate source of liquidity should any unexpected needs for cash arise.

Lastly, beyond being a valuable investment for steady wealth growth that can withstand the test of time, insurance also plays a key role in life protection, legacy planning and wealth transfer, ensuring your hard-earned wealth is protected and continues to accumulate across generations.

**Yes,**  
it is possible to  
**"have it all"!**



**Returns and liquidity** are two of the main considerations for making leveraged investment decisions:

No.1  
**36%**  
Maximise Returns

No.2 ★  
**25%**  
Preserve Liquidity

No.3  
**19%**  
Reduce Costs

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**Max Wealth Insurance Plan**  
**Product concept kit**

**Find out more about Max Wealth**

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