



Your Risk Management Specialist
HIPPOWEALTH

Hippo Member Benefits Brochure



WEALTH
HIPPO

2024 Version

Hippo Wealth reserves the right of final interpretation of this activity.



HIPPOWEALTH

HIPPO MEMBER BENEFITS

Contents

CATALOGUE

- 01. HIPPO WEALTH INTRODUCTION**
- 02. HIPPO MEMBERSHIP BENEFITS**
- 03. HIPPO WEALTH REFERRAL PROGRAM BENEFITS OVERVIEW**
- 04. INDIVIDUAL AND CORPORATE REFERRAL PROGRAM BENEFITS DETAILS**
- 05. FAMILY WEALTH HEALTH CHECK + EXCLUSIVE INSURANCE BENEFITS**
- 06. HIPPO SYNERGY BENEFITS**
- 07. HIPPO MULTIMEDIA BENEFITS**
- 08. INTRODUCTION TO THE 'HIPPO SPEAKS' LIVE SERIES FEATURES**
- 09. HIPPO CARE BENEFITS**
- 10. HIPPO ACADEMY BENEFITS**
- 11. FREQUENTLY ASKED QUESTIONS ABOUT HIPPO MEMBERSHIP BENEFITS**

Hippo Wealth Introduction

The seed of Hippo Wealth's journey originated in 2011 when the founder, Jeffrey Liu Mengqi, successfully joined the insurance and wealth management departments of one of Australia's four major banks. He served as an insurance and wealth management operations officer and bilingual insurance and wealth manager at ANZ and Westpac, and also worked as a wealth management trainer, responsible for compliance training for over 300 registered financial planners. In 2017, he was selected by a well-known Australian Family Office to serve as the General Manager of Wealth Management for Asia, focusing on developing the insurance and wealth management business. During the global Covid-19 pandemic in 2020, Jeffrey saw many Chinese Australians suffering significant losses due to a lack of risk management awareness. To benefit more Chinese Australians, Jeffrey, relying on his years of experience and expertise in the insurance and wealth management industry, decisively founded Hippo Wealth. He aimed to create an Australian one-stop insurance and claims service platform, making insurance truly understandable, easy to purchase, and easy to claim.

Our Hippo values are: Confidence, Hope, Love, Care, Responsibility, Action. Combined with Hippo's one-on-one professional insurance services, we have won the trust and commission of every client. Today, Hippo Wealth's clients and partners have grown from the Sydney area to all of Australia, and from partnering with one insurance company to partnering with multiple top international insurance companies. More and more clients have become wealth partners, sharing the same mission to help more individuals and families around them obtain protection and peace of mind.

To show gratitude for the support of our friends, we have established the Hippo Wealth Club, exclusively for insurance clients of Hippo Wealth. We hope that every Hippo member can not only enjoy wealth protection and peace of mind but also receive additional benefits, value-added services, useful information, and other valuable resources to continuously support your wealth journey!



Hippo Membership Benefits



WEALTH CREATION

- Personal Referrer
- Corporate Referral
- Referrer Benefits
- Family Wealth Health Check
- Insurance Exclusive Benefits
- Hippo Synergy Benefits



HIPPO MULTIMEDIA

- Free Poster Design
- Hippo Talk Guest Invitation
- Online Marketing
- Offline Marketing
- Other Marketing Benefits



HIPPO CARE

- Free Workers' Compensation Insurance Claims
- Free Private Insurance Claims
- Free Personal Insurance Claims Free Medical Insurance Claims
- Free National Disability Insurance Scheme (NDIS) Claims
- Free Business Insurance Claims



HIPPO ACADEMY

- Free Superannuation Knowledge
- Free Education Bond Knowledge
- Free Financial Literacy Knowledge
- Free Share Investment Knowledge
- Property Investment Course+ % Discount
- Financial Freedom Course+ % Discount

Hippo Wealth Referral Program

Benefits Overview

Benefits Introduction	Individual	Institution Target Audience: Accounting firms, Mortgage Broker companies, law firms, fund managers, family offices, and other non-insurance service enterprises.
Receive Your Exclusive QR Code Link	✓	✓
Enjoy Referral Rewards \$ Program	✓	✓
The referred person receives free one-stop insurance consultation, review, management, and claims services.	✓	✓
The referred person receives an additional -5% lifetime premium discount*.	✓	✓
Embedded One-stop Insurance and Wealth Management Service Process, Front-end Training, Back-end Support		✓

Individual Referral Program

Our growth at Hippo Wealth is largely thanks to members like you who recommend us to their friends. We are grateful for your ongoing support and for sharing your experiences with us. We understand that your time is valuable and that each sincere recommendation requires effort. That's why we have established this referral rewards program to thank you for every sincere recommendation and to welcome your friends to join the Hippo Club!



BENEFITS CONTENT

If you refer your friends to Hippo Wealth and they successfully purchase insurance, you will receive a \$100 gift voucher as a reward. (Note: You can also gift this \$100 gift voucher to the referred person.) The referred person will also receive additional benefits (see the Extra Value column for details). It's a win-win situation! There is no limit to the number of friends you can refer. Note: This benefit cannot be used in conjunction with other benefits and does not include immediate family members, such as spouses, children, parents, etc. Your friends must mention you as the referrer when they engage with Hippo Wealth's services, or provide your Hippo membership number, name, or email when applying for a policy comparison on Hippo Wealth's official website www.hippowealth.com.au.



EXTRA VALUE

We also provide the following additional insurance benefits for the referred person:

- Free Insurance and Wealth Management Review Service
- Additional -5% Lifetime Premium Discount*: (Conditions Apply*)
- Free Policy Management Service
- Free Insurance Claims Service

*Hippo Wealth is a premium/plus adviser for insurance companies (e.g., Zurich). You will receive an additional lifetime premium discount, making the price cheaper than the normal rate.



TIMING FOR REFERRAL

The timing for referrals is when significant life events occur, which is a good time for every family to consider whether they are fully protected, including:

- Getting married or divorced
- Starting a family or having a child
- Buying a home or increasing an existing mortgage
- Job promotion or change

Corporate Referral Program

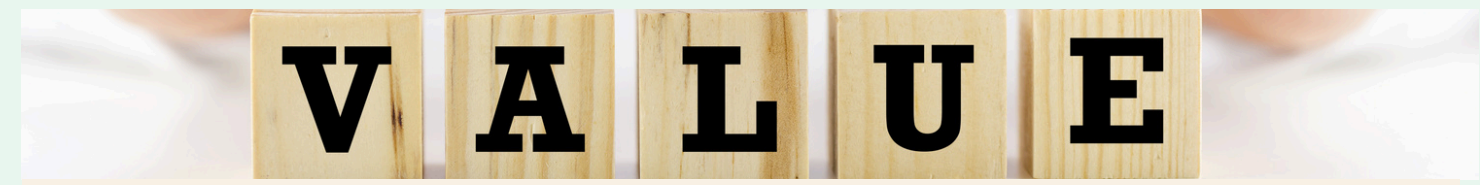
Hippo Wealth's corporate referrer benefits are designed to provide embedded Wealth Protection and risk management services for Hippo entrepreneur members with professional service institutions (such as accounting firms, loan companies, law firms, fund managers, property investors, and family offices). This is achieved by naturally integrating insurance services into the processes of your core services (e.g., accounting, loans, legal, tax, investment, etc.). Not only can this add value to your professional services and enhance customer loyalty, but it can also create additional passive income streams for your business.

Hippo Wealth's official insurance comparison platform, www.hippowealth.com.au, simplifies the insurance application and referral process and provides more common insurance knowledge to make the corporate referrer system easier to use and implement.



BENEFITS CONTENT

You only need to add an additional insurance service to your existing service process, refer potential clients to us, and let our Hippo team handle the follow-up process. Think of us as your company's wealth department. You will receive regular client follow-up reports to make the whole process more professional and transparent. We will also settle your commission regularly. Commission distribution: Upfront commission split % based on the quality of clients referred to Hippo Wealth.



EXTRA VALUE

Our Hippo Wealth backend team will provide you with comprehensive support for free, ensuring the effective integration of your core business with additional insurance value-added services, to ensure customer experience and conversion rates. This includes:

- Setting up the referral process
- Insurance backend services
- Ongoing team training
- Sharing of successful case studies

Free Family Financial Health Check Up

01

WHAT IS A FAMILY FINANCIAL HEALTH CHECK UP?

Family wealth health check, also known as family risk management, operates in the same way as regular health checks you book with your local doctor for physical health. We use the international recognised S&P Family Wealth Management Principles as the standard for this check. The purpose of this check is to help you clarify your thoughts, see the facts clearly, avoid risks, and provide an extra layer of protection for your family wealth.

02

WHAT ARE THE BENEFITS OF A FINANCIAL HEALTH CHECK?

- Understand your current financial situation and clarify your financial goals. This way, you'll be able to develop clear strategies and feasible steps to achieve these goals at your terms.
- Be clear about the level of your family's budget, insurance, premium expenses, and adjustable options.
- Understand the Australian education system and expenses, as well as the steps to establish an Australian education fund account to cope with the rising costs of education.
- Understand Australian Super accounts, including how to view management fees, investment options, insurance options, risk types, contribution standards, tax benefits, and adjustable options.
- Understand the research institutions and platforms for Australian stocks, bonds, and real estate markets, as well as common investment risks and misconceptions.
- Help you review investment projects, assist in translating and interpreting investment targets and product disclosure statements (e.g., PDS, IM), help you understand risks, and manage risks.
- Act as your family's risk manager, giving you the right to be informed and choose, and escorting you safely.

Exclusive Insurance Benefits

Exclusive benefits are offered by major insurance companies partnering with Hippo Wealth. Customers of these insurance companies can enjoy discounts when purchasing insurance. For specific details, please consult Hippo Wealth to understand and activate the discount plan for your insurance company.



ZURICH

Zurich Loving Life

LovingLife is not just an ordinary discount plan; it is also a magical tool that allows us to fully enjoy life. With over 4,500 lifestyle and entertainment offers covering shopping, dining, vacations, and almost every aspect of life, LovingLife offers an average saving of \$20 per offer (simply scan the code in-store to enjoy the benefits). Additionally, LovingLife has a dedicated "Health and Wellbeing" section, offering exclusive health benefits.



AIA Vitality

If you are an AIA member through AIA Vitality, you can enjoy professional health assessments and personalized health management plans, as well as various points rewards. These points can be used to redeem a variety of benefits and prizes, such as vouchers, shopping rewards, and more. Simply by spending at AIA's partners, you can enjoy various benefits, such as vouchers, shopping rewards, flight cashback, and more.



MetLife

MetLife 360

Metlife members will have access to local and international leading medical resources, providing you and your immediate family with convenient access to frontline general practitioners, specialists, and clinical psychologists, helping you get the right diagnosis, treatment plan, and information when faced with medical uncertainty.

Hippo Wealth's Synergy Benefits aims to continuously create precise win-win connections for you.

As a client of Hippo Wealth, you will enjoy the benefits of the Hippo Synergy Benefits. I believe that the global business environment is an ecosystem of interdependence and cooperation. Regardless of the services and products you offer, you need potential customers and channels to add value to your business. Through the deep integration of the Hippo Wealth Membership, you will gain access to the entire Hippo network resource library, allowing your business to continuously access potential customer sources and channels. The principle of the Win-Win Link is to add value to multiple parties and achieve cooperation and mutual benefit.

THREE STEPS TO SUCCESSFULLY ENJOY HIPPO SYNERGY BENEFITS?



- 01 DESCRIBE YOUR SERVICES OR PRODUCTS, CUSTOMER PROFILE, AND CHANNEL PROFILE.
- 02 AFTER APPROVAL BY THE HIPPO WEALTH CLUB COMMITTEE, SIGN THE COOPERATION AGREEMENT.
- 03 ACHIEVE PRECISE MATCHING AND CREATE VALUE.

Hippo Resources Library

GP	CEO	Interior decorator.	Accounting firm.	188 Visa Immigration
Dentist.	Director.	Cleaner.	Law firm.	Family office.
Nurse.	Department manager.	Construction worker.	Loan brokerage company.	Entrepreneur club.
Rehabilitation specialist.	Administrative management.	Truck driver.	Founder of a chain store.	Real estate investment club.
Pharmacist.	Chinese-English media.	Plumber.	Private/Commercial Insurance.	Financial Investment Association.
Nursing home.	IT technology.	Real estate developer.	Construction association.	University business school.

Hippo Multimedia Benefits Providing you with comprehensive multimedia support in one place.

Hippo Multimedia Studio was founded in 2007. The principal, Jeffrey Liu Mengqi, initially made a name for himself by reaching the semi-finals of "Australia's Got Talent" through his performances. Subsequently, he was invited to provide performances, bilingual speeches, and hosting services for Australian corporate annual meetings, business and finance summits, community carnivals, and television stations. Later, he shifted his focus to social media operations and collaborated with a seasoned Australian live video team and a leading Chinese media platform in Australia, Australian Impression, to produce a series of live online content. This partnership aims to empower individuals and businesses by providing a one-stop IP brand marketing solution.

The following services will be supported by Hippo Multimedia Studio in collaboration with a leading media platform in Australia	Individual/ Corporate
Free poster design X 1 (for businesses).	✓
Free Invitation to participate in program interviews, including: "Hippo Talk" and "Riches Talk" interviews.	✓
Comprehensive one-stop multimedia marketing customized promotional services: <ul style="list-style-type: none"> • Program Production: Pre-planning, directing and hosting, entertainment performances, video production, etc. • Offline Events: Pre-planning, financial lecturers, advertising, etc. • Live Broadcast Services: Pre-planning, live support, data analysis, etc. • Media: Promotion in financial and wealth media: www.RichesReview.com • Integrated Marketing: Graphic design, article writing, digital marketing, website development, social media IP empowerment, copywriting, filming, editing, and other services. 	✓

Hippo Talk live platform partner: New Impression Media live platform



New Impression Media Group is the most comprehensive cross-platform, multi-media conglomerate in Australia, boasting the largest user base, widest distribution, and most diverse product categories. In 2020, New Impression Media independently developed "Impression Live," a live-streaming platform focused on local Australian life. As an independent platform embedded within the Australian Impression APP, it is among the most widely accessed live-streaming platforms in Australia. The "Hippo Talk" business interview series is co-produced by Hippo Wealth and Australian Impression. Starting from the first episode of the first season in 2021, the series has now produced three seasons by 2024, totaling nearly 40 meticulously crafted episodes, each sponsored by well-known and outstanding companies, including CMC Marketing, WorldFirst under Alibaba Group, Australian SYI Real Estate Group, and Nasdaq-listed Tiger Brokers. Past interview guests include prominent Australian entrepreneurs, world champion swimmers, TED speakers, renowned musicians, general managers of top banks, internationally acclaimed artists, successful investors, and financial experts from various fields.

"Hippo Talk" is dedicated to promoting the Hippo 3E business growth principles (entertain, educate, empower), believing that any business can communicate its commercial value to its target audience through the 3E concept, both in breadth and depth. By combining online and offline strategies and skillful integration, it aims to comprehensively build your personal and corporate IP, including enhancing the company's brand image, increasing team market exposure, and improving sales conversion rates.

The live broadcast feature of the "Hippo Talk" program enables real-time engagement with influential figures and thought leaders through informative and engaging sessions.

- Before the Live Broadcast:
- Supports scheduling for live broadcasts.
- During the Live Broadcast:
- The top left corner displays real-time likes and viewership counts.
- The top right corner allows for direct addition of a WeChat ID to help with lead generation.
- Features include instant rewards, instant comments, and instant sharing.
- The bottom left corner supports product purchases.
- Prevents malicious comments with keyword blocking features.
- After the Live Broadcast:
- Unlimited access to watch replays.
- Provides the option to download the original live video.

Viewership count

Traffic diversion QR code

Real-time barrage (comments)



WeChat ID

Bottom banner

Forward and share



The "Hippo Talk" Series (Selected Program Highlights from 2021-2024)



Free insurance claims and home care

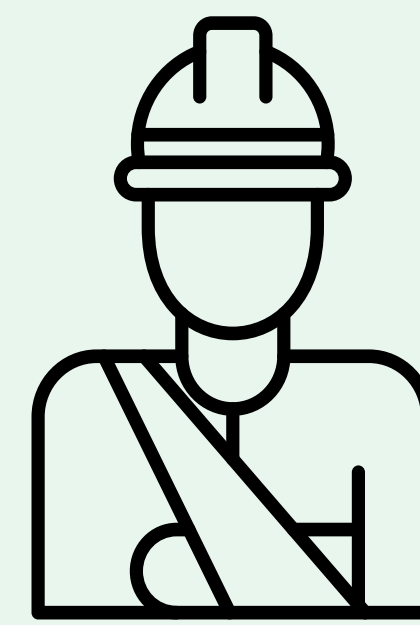
Hippo Care is committed to partnering with the Australian government, professional claims lawyers, NDIS service providers, medical care and rehabilitation experts, insurance companies, and combining insurance and health experts to provide free, one-stop insurance claims and care value-added services for the disabled community, Hippo Wealth Club members, and their families, ensuring that you will receive your required assistance and support in a timely manner when you need it most.



Personal insurance claims



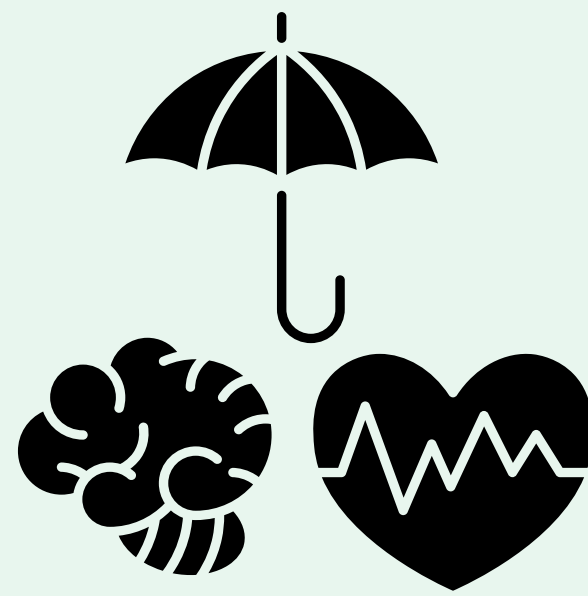
Motor vehicle accident and disability insurance claims



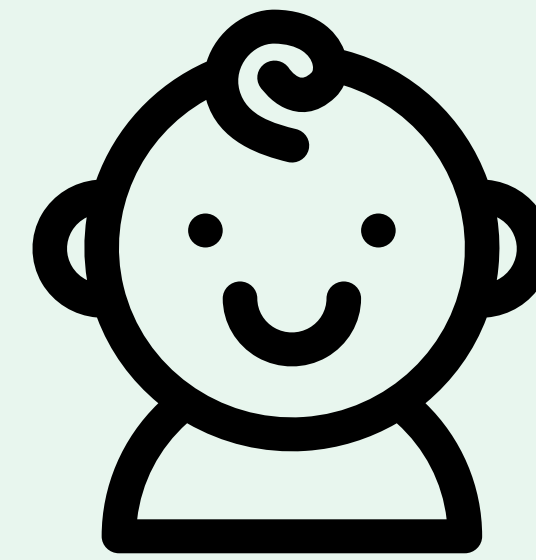
Workers' compensation insurance claims



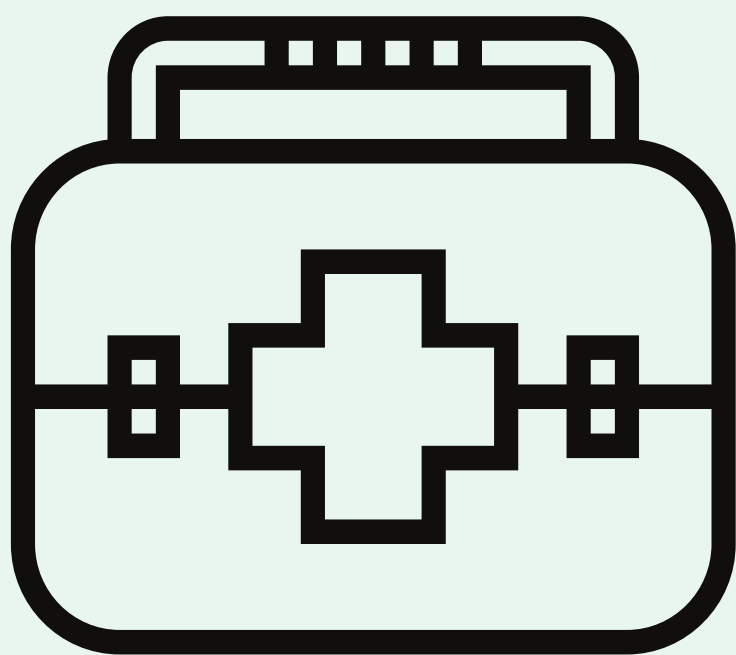
Pension insurance claims



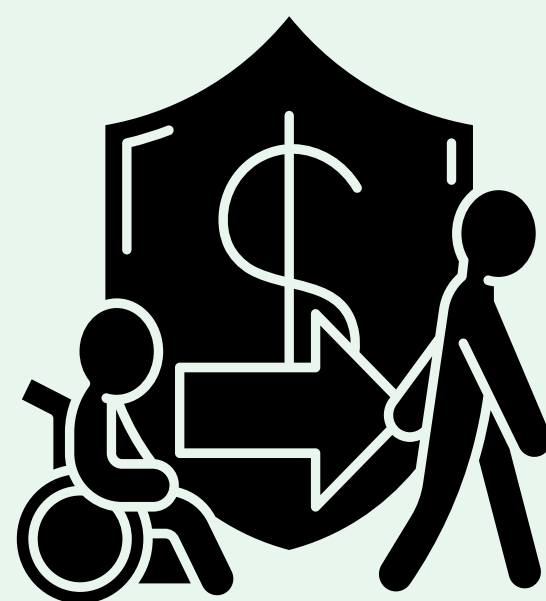
Critical illness insurance claims



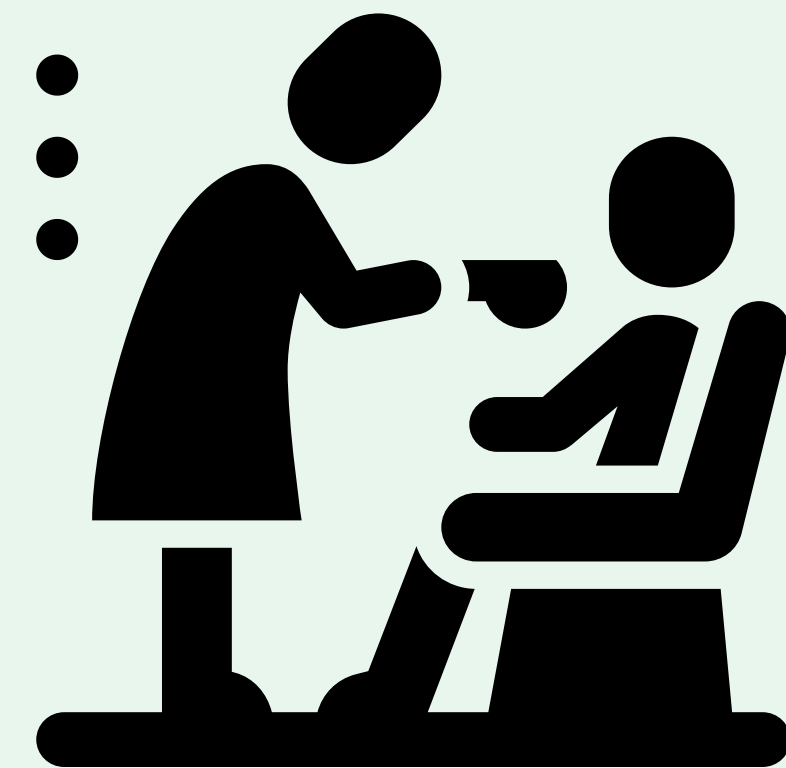
Child insurance claims



Medical accident claims



NDIS National Disability Insurance Scheme claims



Home Care

Hippo Academy Benefits

In 2023, we established the Hippo Academy department, collaborating with renowned universities such as UNSW, top financial planner training institutions like Kaplan, Nasdaq-listed companies like Tiger Brokers, HouseClub, WiseWealth, and others. We have reached a long-term strategic cooperation agreement on wealth growth courses, serving as your loyal partner in your growth journey. Hippo Academy offers the following wealth course benefits to Hippo members. If you are interested in the following wealth growth courses, please contact the Hippo steward to start your consultation.

Course Names	Course Objectives	Growth Partners	Benefits
Insurance and Financial Planning Courses	Learning useful knowledge and tools about the Australian insurance and financial planning industry, e.g. superannuation, education bond etc.	Hippo Wealth	Free
Parent-child financial literacy course	Parent-child financial literacy Knowledge	Hippo Wealth	Free
New Era Marketing Strategy	Learning Business Marketing in the New Era	UNSW Business School Industry Partner	Free
Share Investment Course	Learning about Australian and International Share Investment	Tiger Broker	Free
Insurance Adviser Course	Learning How to Become an Insurance Adviser in Australia.	Kaplan Education	Hippo Exclusive Benefit: 10% off!
Property Investment Course	Learning the Secrets to Successful property investment	HouseClub	Hippo Exclusive Benefit: Instant \$1,200 Off
Financial Freedom Course	Learning Practical Methods and Case Studies for Financial Freedom	Wise Wealth	Hippo Exclusive Benefit: 20% Off Instantly!

\\ Hippo Club Member Benefit FAQs

Hippo Club Member Benefits:

1. What are Hippo Club member benefits?

Answer: Hippo Club member benefits are provided to every Hippo Wealth insurance client. We promise "value first, service foremost." Choosing us is just the beginning of our service. Hippo Club member benefits will continuously add value to you beyond the value of our protection services.

2. What do Hippo Club member benefits include?

Answer: In simple terms, there are three types of benefits:

- Benefits that help you earn money
- Free benefits
- Benefits that help you save money

For specific benefit details, please refer to the latest Hippo Club member benefits handbook or contact the Hippo Concierge to activate the benefits.

3. Who can get Hippo Club member benefits?

Answer: Hippo Club member benefits are only available to Hippo Wealth insurance clients, including individual clients and corporate clients.

4. Is there an expiration date for Hippo Club member benefits?

Answer: As long as you are a Hippo Wealth insurance client, you will continue to enjoy the value of Hippo Club member benefits.

5. Will Hippo Club member benefits change?

Answer: Yes, because we are constantly adding new Hippo Club member benefit programs.

6. Do I need to pay an additional membership fee for Hippo Club member benefits?

Answer: No, you do not need to.



Your Risk Management Specialist
HIPPOWEALTH



Your Hippo Benefits

HIPPO
WEALTH
CLUB

Contact us to Activate Your Benefits
