



ALTRUIST FINANCIAL GROUP LIMITED

The Future is Now!

Since its inception in 2001, one independent financial planning organization has earned envious market applause for its commitment to this discerning market. ALBERT LAM, President of Altruist Financial Group Ltd, speaks on the Group's priorities, challenges and solutions.



Albert Lam: "Every step we take today will benefit successive generations and better future of the society."

Altruist is by far one of the city's most established financial consultancy firms with an enviable reputation for quality service, high persistency, professional ethics and tailor-made financial solutions. The company has been consistent in its growth and market standing, not to mention having won the HKMVC Award consistently since 2005!

The secret of growth is in customer satisfaction, says Albert Lam. "The quality of training we provide to our Financial Consultants is reflected in our quality services. Consumers come back to us for their financial needs, only because they are satisfied and have built trust with us."

Tackling Tomorrow's Challenges

Over recent years we have all seen the significant rise in the cost of living, escalating costs of medical care and the impact of inflation. As we age, these factors grow heavier to bear, and that's where Altruist comes in to help client facing tomorrow's challenges. "Our one-stop-shop platform facilitates our Financial Consultants to meet our clients' needs and create personalized solution based on individual goals, priorities, risk appetite and earnings, which will change from time to time."

"The core of financial planning is the customer's best interest. Financial planning is not a one-time event, but rather



PolyU SPEED – Altruist Summer Placement Scholarship

an ongoing process. Only by adopting a holistic approach can we ensure our client’s tomorrows are more enjoyable than their todays.” Lam concludes.

Young Talents, Future Professional

Financial Consultants of the future will play a decisive role in determining the overall health of the insurance and financial planning industry. Attracting fresh talents to strengthen this industry is a priority for Altruist. “Young people bring to the table tremendous energy and a zealous can-do attitude which this industry needs.” explains Lam.

Altruist is committed to developing young potential talents. Many young graduates, who are keen on financial services are spoilt for choices, yet lean toward Altruist for its market standing and quality of mentors. For this, they have set up the “PolyU SPEED – Altruist Placement Scholarship” with The School of Professional Education and Executive Development (SPEED), Hong Kong Polytechnic University.

“This Summer Placement Scholarship not only recognizes students with good academic performances, but also offers them practical experiences as a professional Financial Consultant. We don’t just tell them about Altruist, but our mentors bring them out to the field by demonstrating how Altruism and Integri-

ty work.”

The company’s new initiative “WeFit 4ever” also sows the seeds for a new generation. By organizing sports activities, it promotes the importance of fitness and well-being and of course, to draw the attention of young executives who are keen on starting a career in this exciting industry.

Contributing to the Future

“The Hong Kong market is not an



Awarded the Caring Company logo for more than 10 years.

easy one in which to build a reputation for quality service, but reputation and responsibility are two sides of the same coin,” says Lam.

“Altruist embodies the spirit of Altruism, and we show our care to people. With our caring employee policies, we have been recognized consecutively as the Family-Friendly Employer. As for clients, by offering them a more financially secure future, it will free them to devote

their energies to their hearts’ choices and in turn, contribute to a stronger, healthier and prosperous Hong Kong.” elaborates Lam.

Altruist’s care extends further to the community, no wonder the company is awarded the Caring Company Logo by the Hong Kong Council of Social Service for more than 10 years.

“We sponsored various charity projects and volunteer services such as the Walk for Millions, Otic Foundation, and donating to Fresh Fish Traders’ School etc. We serve the community with the steadfast belief of Altruism; we believe every step we take today will benefit successive generations and the better future of the society.”

What attribute to Altruist’s success is that it has successfully translated what its name carries – “a group of people working for other people’s happiness and welfare” into real deeds. The Mediazone Group takes pleasure in congratulating Altruist Financial Group Ltd on joining this year’s impressive list of Hong Kong’s Most Valuable Companies. ■

For additional information please visit www.altruist.com.hk