

Company Profile



Discover ESD*life*



2000

A joint venture of
CK Hutchison Holdings and
Hewlett-Packard HKSAR



Started as an
e-Government operator
in Hong Kong



NOW

Integrated digital
services company

About **ESDlife**

Online Media

One of the most popular and trusted Online Lifestyle Media in Hong Kong

wedding
新婚生活易 from ESDlife

family
家庭生活易 from ESDlife

healthy:D
健康D醫心D

E-Commerce

Specialize in health e-Commerce business

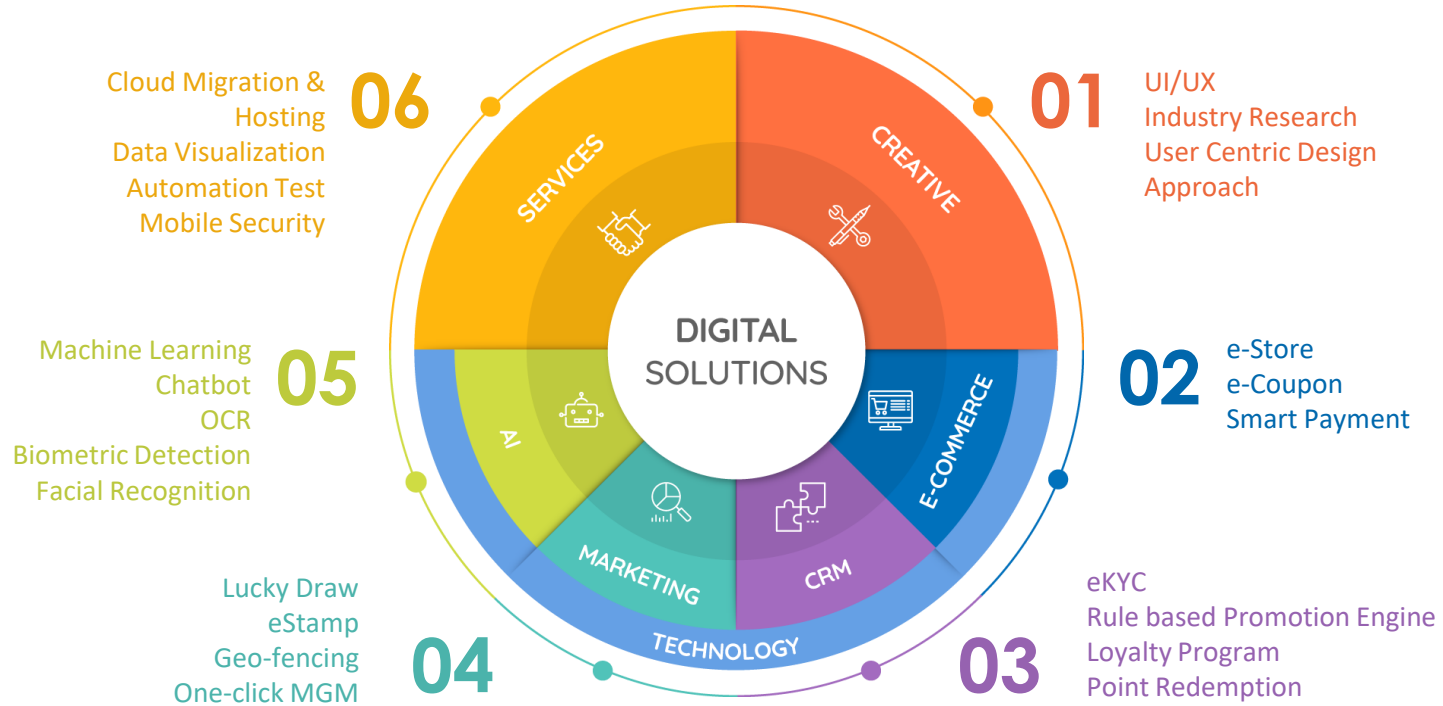
健康網購
health.ESDlife

Digital Solutions

Full services digital agency covering strategy planning, creative design, technology and marketing solutions

 DS
by ESDlife

Digital Solutions Hub



Products Hub



We+

Staff Oriented award-winning Mobile App in Hong Kong that helps Prioritize, Engage and Retain Talents.

We+ streamlines operations, enhances productivity and fosters a seamless employee experience.



CouponGo

CouponGo is an all-in- one eCoupon platform that combines loyalty, payment, marketing and analytics to keep customers engaged in your ecosystem.



appGuard

A certificated mobile app security solution – appGuard which could help customers to reduce the risk of memory spying, dynamic code injection & the chance of attackers to create a fake version of the app.

Our Experience Since 2005



180+
clients

1300+
projects



Certified
AWS
Consulting
Partner



Authorized
Partner



Our Awards

2020

Loyalty & Engagement Awards

Gold Award

- Best Loyalty Programme – Finance & Insurance

Silver Award

- Best Engagement Campaign – Mass Audience

Bronze Award

- Best Loyalty Programme – Finance & Insurance

Markies Award

Bronze Award

- Best Use of AI

DigiZ Awards

Gold Award

- Best AI Solution

Silver Award

- Best Design App

Bronze Award

- Best Use of AI

2021 & 2022

Loyalty & Engagement Awards

Gold Award

- Best Eco-loyalty Campaign
- Best Use of Corporate Social Responsibility

Silver Award

- Best Loyalty Programme – Food & Beverage

- Best Acquisition Strategy

Bronze Award

- Best Membership Programme

Web Accessibility Recognition Scheme by OGCI

Gold Award

- Website Stream

Marketing Magazine's Agency of the Year Awards

Silver Award

- E-Commerce Agency of the Year

MARKies Award

Bronze Award

- Best Use of Mobile and Apps

2023

Mobex Award

Gold Award

- Best Use of Promotions
- Best Use of Mobile Commerce

Bronze Award

- Best Campaign - eCommerce & Retail
- Best Campaign - Banking & Finance

DigiZ Awards

Silver Award

- Best O2O Strategies

Loyalty and Engagement Awards

Bronze Award

- Best Loyalty Strategy – eCommerce

Employee Experience Awards

Gold Award

- Best HR Digital Transformation Strategy

Bronze Award

- Best Employee Engagement Communication Strategy
- Best Flexible Working Strategy

2024

Loyalty & Engagement Awards

Silver Award

- Best Short-Term Loyalty Initiative
- Best CX/UX Strategy
- Best Use of Rewards & Incentives

Bronze Award

- Best Use of Gamification
- Best Loyalty Programme – Food & Beverage

MARKies Award

Bronze Award

- Best Use of Mobile and Apps



Thank You



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