

Detailed Analysis **Tied Agency**

Agent Retention – by Company Tenure Level – during April '17

This table shows the retention rate of agents during the month according to their company tenure levels. Note that there will be slight discrepancies between these retention rates and the retention rates shown earlier in this Monitor. This is mostly because the retention figures reported earlier include some intermediaries who have been reinstated from earlier periods, thereby artificially boosting the retention rate.

Life Company	Retention of agents in each tenure group (yrs with company*)										All leavers during Apr '17	
	<1yr exp		1-2yrs exp		2-4yrs exp		4-6yrs exp		>6yrs exp			
	No. leavers	Retention % of this agent group	No. leavers	Retention % of this agent group	No. leavers	Retention % of this agent group	No. leavers	Retention % of this agent group	No. leavers	Retention % of this agent group	No. leavers	Retention % of agency force
AIA	199	94.8%	77	95.8%	56	97.1%	18	98.1%	13	99.7%	363	97.2%
AXA Life	45	96.8%	24	96.6%	20	97.6%	8	98.4%	3	99.8%	100	98.1%
BOCG Life	3	98.9%	1	99.4%	0	100.0%	0		0	100.0%	4	99.2%
China Life	21	98.3%	3	99.6%	12	98.8%	1	99.8%	3	99.1%	40	99.0%
China Taiping Life	1	99.2%	0	100.0%	0	100.0%	0		0		1	99.2%
Chubb Life	18	95.8%	24	91.8%	17	96.4%	2	98.3%	3	99.1%	64	96.1%
Dah Sing Life	1	98.8%	1	96.9%	0	100.0%	2	95.0%	0	100.0%	4	98.8%
FTLife	32	95.1%	33	92.3%	9	97.2%	4	98.6%	2	99.8%	80	96.8%
FWD Life	15	97.6%	5	99.2%	6	98.2%	2	98.7%	6	99.0%	34	98.5%
Manulife	100	94.3%	31	96.5%	33	96.8%	5	99.2%	13	99.5%	182	97.3%
MassMutual	14	96.1%	16	94.0%	12	96.8%	7	96.8%	8	99.1%	57	97.3%
Metlife	7	98.7%	7	98.0%	1	98.6%	0	100.0%	0	100.0%	15	98.5%
Prudential	190	97.4%	140	97.0%	51	98.6%	10	99.1%	8	99.7%	399	98.0%
Sun Life	6	98.9%	19	95.2%	7	98.2%	1	98.9%	4	99.4%	37	98.2%
TOTAL	652	96.6%	381	96.7%	224	97.9%	60	98.7%	63	99.6%	1,380	97.7%

Notes

*Agent tenure levels are based on total time spent with current company, not time spent in the industry.
We impute a departure date of the middle of the month for any agent leaving in that month, for the purpose of calculating the tenure group/experience level of that agent.

