



Media Release

AIA Hong Kong, AIA MPF Both Win ‘Hong Kong Service Awards’ In Recognition of their Service Excellence and Leadership Position in the Markets

Hong Kong, 22 March 2013 – AIA Hong Kong and AIA MPF, the two member companies of AIA Group Limited, have won East Week Magazine’s ‘Hong Kong Service Award’ in the insurance and MPF service categories respectively. These awards recognise the continued commitment demonstrated by the two companies to delivering excellent service with their ‘customer-oriented’ philosophy. By providing tailored products and services that best cater to the needs of different customers, AIA Hong Kong and AIA MPF continue to strengthen their leading positions in the insurance and MPF markets.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, "Insurance is a people business and every customer’s needs are unique. In order to deliver on our ‘customer-centric’ service pledge, AIA Hong Kong believes it is important for us to reach out to different customer segments and to understand their specific protection and financial planning needs, so as to provide responsive and tailor-made products and services to cater to these needs. This commitment has been well demonstrated through our product development strategy. Recognising the growing demand for retirement protection due to the increased longevity of Hong Kong people and the low interest rate environment, we launched the AIA ‘Spring Income Plan’ earlier this year. The flexible features of this annuity plan assure customers stable income for their retirement life. In response to the higher rate of critical illness in young people, we also introduced ‘Prime Care Pro’, which provides early stage critical illness protection with unique features in the market."

Ms. Bonnie Tse, Chief Executive Officer of AIA MPF said, "MPF is a core component of Hong Kong employees’ retirement protection. AIA MPF has been striving to demonstrate our ‘customer first’ commitment, and to honour our promise of providing MPF offerings with great value, choice and simplicity. For example, in response to customers’ need for low-fee MPF funds, we currently offer seven MPF funds with management fees as low as 0.99% p.a. of net asset value. Designed for customers who have insufficient time to manage their MPF investments, our ‘LifeEasy’ service automatically rebalances the proportion of equities and bonds in their MPF portfolios based on their age, enabling customers to manage their MPF with ease."

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AIA Hong Kong and AIA MPF are both recipients of the 'Hong Kong Service Award' and AIA Hong Kong has even won this service award for the 2nd consecutive year. This fully conveys the commitment of the two companies in fulfilling quality service. This fulfilment of the quality service pledge has been a core focus of the corporate development of insurance and MPF in both AIA Hong Kong and AIA MPF. In addition to providing customers with a complete insurance solution, AIA Hong Kong is dedicated to optimising business operations across all areas. These enhancements which aim at achieving the highest standards of service for its customers include the investment of HK\$100 million each year in AIA Premier Academy to nurture young insurance elites, leading the market in product innovation and boosting the efficiency of frontline staff to ensure customers enjoy prompt and personalised services.

As to AIA MPF, other than providing professional training to raise MPF intermediaries professionalism and service standards, AIA MPF is also implementing its 'three-year strategic IT plan' by allocating more resources to enhance its electronic service platform. The enhancement will enable customers to have greater flexibility in managing their MPF accounts and also enhance the security level of customer data.

Since 2005, the 'Hong Kong Service Awards' organised by East Week Magazine aims at recognising the remarkable achievements of business corporations which are committed to providing quality services and products to their customers. The theme for this year's Hong Kong Service Awards is 'Professional, Sincere and Heartfelt Service'. Winners were nominated by the magazine's editorial board and selected by a panel of judges comprising prominent business leaders and professional executives as well as public online votes. All winning brands are widely recognised by the public.

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"AIA Hong Kong" herein refers to American International Assurance Company (Bermuda) Limited.

"AIA MPF" herein refers to AIA Pension and Trustee Co. Ltd.

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AIA Hong Kong and AIA MPF both win the 'Hong Kong Service Award' organised by East Week Magazine. Mr. Thomas Lee, Chief Marketing Officer of AIA Hong Kong and Ms. Elaine Lau, Chief Operations Officer of AIA MPF receive the award at the presentation ceremony.

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About AIA Hong Kong and AIA Macau

AIA Hong Kong and AIA Macau are members of the AIA Group Limited. The AIA Group Limited established its operations in Hong Kong in 1931. We have the largest agency force in Hong Kong and Macau.* We are the leader in developing innovative insurance products that meet customers' needs at every stage of their lives. We offer products ranging from individual life, group life, accident, medical and health, personal lines insurance to investment-linked products with over 100 investment options.

* As of 30 November 2012

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About AIA MPF

AIA Pension and Trustee Co. Ltd. ("AIA MPF") is a member of AIA Group Limited.

AIA Group Limited and its subsidiaries (collectively "AIA" or "the Group") comprise the largest independent publicly listed pan-Asian life insurance group. It has operations in 16 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, a 92 per cent subsidiary in Sri Lanka and a 26 per cent joint-venture in India.

The business that is now AIA was first established in Shanghai over 90 years ago. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$134,439 million as of 30 November 2012.

AIA meets the savings and protection needs of individuals by offering a range of products and services including retirement savings plans, life insurance and accident and health insurance. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents and employees across Asia-Pacific, AIA serves the holders of more than 25 million individual policies and over 13 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code "1299" with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: "AAGIY").

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