



**AIA Hong Kong**

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**Media Release**

**AIA Hong Kong awarded as “Accredited Professional Financial Planning Firm 2014”  
by the Institute of Financial Planners of Hong Kong**

**Hong Kong, 2 December 2014** - AIA Hong Kong has been honoured again with the award of the “Accredited Professional Financial Planning Firm -- Insurance” from the Institute of Financial Planners of Hong Kong (“IFPHK”). The accolade recognises the Company’s efforts in promoting quality financial planning through the development of a team of Certified Financial Planners<sup>CM</sup> (“CFP<sup>CM</sup>”) and Associate Financial Planners<sup>TM</sup> (“AFP<sup>TM</sup>”). It underscores the commitment of AIA Hong Kong’s financial planners, who always engage customers with professionalism and care, offering them the right financial solutions to deliver on AIA’s brand promise as “The Real Life Company”.

Mr Jacky Chan, Chief Executive Officer, AIA Hong Kong and Macau, said, “Professionalism and sincere service are the keys to winning the confidence of our customers. Over the last 3 years, AIA Hong Kong has been committed to the ‘AIA Premier Agency’ strategy, providing comprehensive training to our financial planners and encouraging them to attain professional qualifications. As the real life partner of our customers, AIA’s financial planners genuinely understand their needs. By providing the right protection for their loved ones and family members, AIA’s financial planners make a positive difference in the customers’ lives. This recognition from the IFPHK is a testament to our efforts in building an outstanding and professional team.”

To elevate the professionalism of financial planners, AIA Hong Kong established the AIA Premier Academy in 2011, an industry first. By attracting outstanding talent, and with a thorough first-class training, the Academy has successfully cultivated nearly 1,000 young people to become insurance professionals. The Company has been investing over HK\$100 million each year to provide focused training for the new generation of insurance elite at the AIA Premier Academy. Financial planners who completed the training achieved remarkable success in qualifying for membership of the industry’s elite Million Dollar Round Table (“MDRT”).

Leading the industry with professionalism, AIA has a team of over 10,000 financial planners, the largest in Hong Kong and Macau. As of end of 2013, the Company had a total of 1,318 financial planners who have acquired membership of MDRT, a highly esteemed and internationally recognised distinction. For 14 consecutive years, AIA Hong Kong has had the greatest number of qualified MDRT financial planners locally<sup>2</sup>, representing 13% of the Company’s financial planners<sup>1</sup>. It also ranks second among Asian insurance companies<sup>2</sup> and fourth worldwide<sup>2</sup>.

Note:

<sup>1</sup>2013 AIA Annual Report

<sup>2</sup>Official website of MDRT <http://www.mdr.org>; 2014 rankings

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“AIA Hong Kong” or “the Company” herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).

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### **About AIA Hong Kong and AIA Macau**

AIA Hong Kong and AIA Macau are subsidiaries of AIA Group Limited, who established its operations in Hong Kong in 1931. We have the largest team of financial planners in Hong Kong and Macau\*, now over 10,000, as well as an extensive network of IFA, brokerage and bancassurance partners, who serve around 1.68 million customers. Our products range from individual life, group life, accident, medical and health, personal lines insurance to investment-linked products with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high net worth customers.

*\* As of 30 September 2014*

### **About AIA**

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 17 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 97 per cent subsidiary in Sri Lanka, a 26 per cent joint-venture in India and a representative office in Myanmar.

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 (excl. Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$159 billion as at 31 May 2014.

AIA meets the savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. The Group also provides employee benefits, credit life and pension services to corporate clients. AIA currently serves the holders of more than 28 million individual policies, more than 120,000 corporate clients and over 16 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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