



## AIA Hong Kong

AIA Hong Kong Tower,  
734 King's Road,  
Quarry Bay, Hong Kong  
T: (852) 2881 3333

AIA.COM.HK

## Media Release

### **AIA Achieves Multiple Wins at Customer Service and Marketing Awards in Recognition of its Excellence in Professional Service and Customer Engagement**

Hong Kong, 3 April 2018 – AIA has achieved multiple wins at customer service and marketing awards. At Eastweek's "Hong Kong Service Awards 2018", the Company received accolades in both the insurance and MPF categories for the seventh and sixth consecutive years respectively. AIA was also honoured with the Gold Award for "Most Engaging Mobile Campaign" at the "Mob-Ex Awards 2018" organised by Marketing Magazine, for its successful "AIA i-Intelligent Event Trigger" campaign.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, "AIA has a team of distinguished financial planners and customer service representatives. Supported by highly efficient and convenient financial technology, we are committed to providing one-stop services in a holistic approach to fulfil customers' needs in individual protection, employee benefits and retirement savings. We also recognise that quality services and products rely on effective marketing campaigns to highlight their unique features. 'AIA i-Intelligent Event Trigger' is an integrated digital platform proven to be effective in engaging customers. By providing the most appropriate protection and financial planning solutions that respond to the unique needs of different customers, we are helping people live healthier, longer, better lives."

AIA has received recognition over consecutive years in the insurance and MPF categories of the "Hong Kong Service Awards". It is a testament to the Company's ongoing pursuit of raising the bar on service excellence via broad-based efforts across internal support, frontline customer services and financial planners. By combining AIA's professional insurance talents and its cutting-edge financial technology and digital platforms, the Company is delivering a higher quality and more convenient all-round solution in insurance protection and financial planning. The "Hong Kong Service Awards" recognise companies that are committed to providing quality products and services. Shortlisted companies were nominated by Eastweek's editorial board, and the winners were selected by a panel of judges as well as by public voting.

Customer needs vary at different stages of life against the backdrop of an ever-changing market environment. In view of this, traditional mass marketing has to keep pace with market development. By leveraging on advanced technologies, big data analytics and a one-stop digital platform, "AIA i-Intelligent Event Trigger" optimises customer-channel engagement by reaching out to customers at the best time and in the right way. It also enables AIA to offer customers appropriate products that respond more precisely and effectively to their diverse needs at different life stages. It offers easy, convenient and excellent customer service by saving customers time in product purchase, while enhancing the business performance of the Company. Organised by Marketing Magazine, the "Mob-Ex Awards" recognise corporations for their outstanding performance in mobile marketing. Winners are decided by a panel of industry experts through a stringent judging process.

AIA Achieves Multiple Wins at Customer Service and Marketing Awards  
in Recognition of its Excellence in Professional Service and Customer Engagement  
3 April 2018  
Page two



Ms. Eunice Miu, Director of Customer Experience Management of AIA Hong Kong (left) and Ms. Denise Au Yeung, Head of Corporate Client Servicing of AIA Hong Kong & Macau (right) receive Eastweek's "Hong Kong Service Awards 2018" on behalf of the Company.



Mr. Ralph Yu, Chief Customer Officer of AIA Hong Kong & Macau (fourth from the left) receives the Gold Award for "Most Engaging Mobile Campaign" on behalf of the Company at the "Mob-Ex Awards 2018".

####

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

AIA Hong Kong and AIA Macau are subsidiaries of AIA Group Limited. AIA Group Limited established its operations in Hong Kong in 1931. To date, we have over 14,900 AIA financial planners<sup>1</sup>, as well as an extensive network of brokerage and bancassurance partners. We serve close to 2.9 million customers<sup>2</sup>, offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, mandatory provident fund, 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.

<sup>1</sup> as at 31 January 2018

<sup>2</sup> as at 31 December 2017

### **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 a presence in 18 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, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai almost a century 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\$216 billion as of 30 November 2017.

AIA meets the long-term 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. Through an extensive network of agents, partners and employees across Asia-Pacific, AIA serves the holders of more than 30 million individual policies 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”).

AIA Hong Kong  
Ms. Annie Leung  
+852 2895 8874

Bentley Communications Limited  
Mr. Kevin Chan  
+852 3960 1903