



HEALTHIER, LONGER,
BETTER LIVES



Media Release

AIA Hong Kong Launches “Tax Deductible” Product Series “Lowest Price in Town”[^] Offer for AIA VHIS Standard Scheme

- 4-month premium refund[^] offer for AIA VHIS Flexi Scheme new customers to enable easy planning for comprehensive protection
 - MPF TVC Programme provides 50% off on management fees*, limited-time bonus of HK\$500* and other offers
- Brand-new deferred annuity plan with option of increasing monthly annuity payments mitigates inflation

Hong Kong, 1 April 2019 – AIA Hong Kong today announced the launch of its “Tax Deductible” Product Series, covering Voluntary Health Insurance Scheme (VHIS), MPF Tax Deductible Voluntary Contribution (MPF TVC) and deferred annuity products. The products aim to help people better utilise the tax deductions provided by the government so they can plan for comprehensive protection at ease.

In tandem with the launch of its “Tax Deductible” Product Series, AIA Hong Kong is also rolling out several special offers for new customers. These include the “Lowest Price in Town”[^] guarantee and Personal Medical Case Management Services[^] for AIA VHIS Standard Scheme and 4-month premium refund for AIA VHIS Flexi Scheme[^]. Customers who become “AIA Vitality” members can also enjoy an instant 10% premium discount for the first year. Furthermore, AIA Hong Kong is offering 50% off on management fees[#], limited-time bonus of HK\$500⁺ and other offers for MPF TVC.

Committed to its “customer-centric” philosophy, AIA Hong Kong today also debuted its “Tax Deductible” television commercial and four “Smart BUNdle Solutions” online videos starring Carol Cheng, and FAMA members Billy Luk and Stephen Cheng. Featuring case studies of different customer segments based on age and family composition, the videos illustrate how customers can utilise savings from tax deductions and AIA Hong Kong’s offers to enhance their medical and retirement protection based on their needs in a fun and humorous way. These efforts reinforce AIA’s brand promise of helping people live “healthier, longer, better lives”.

Ms. Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management, AIA Hong Kong & Macau, said, “AIA Hong Kong is a market-leading insurer and approximately one in three people protected by individual medical insurance in Hong Kong is an AIA customer¹. We understand from our survey earlier that more and more people are becoming aware of the importance of medical protection and retirement planning. In view of this, we are launching our ‘Tax Deductible’ Product Series, along with compelling special offers. All these initiatives aim to encourage Hong Kong people to review their needs as soon as possible, and to motivate them to grasp the opportunities from the government’s tax incentives to plan for a better future for themselves and their families.”

Highlights of AIA VHIS Standard Scheme offers

- **Double Offers for AIA VHIS Standard Scheme:** During the promotional period from 1 April to 30 June 2019, the first 10,000 new customers who successfully apply for the AIA VHIS Standard Scheme can enjoy double offers:
 - **Offer 1: “Lowest Price in Town”[^]** – Customers will be guaranteed a refund of the difference in premiums of their new policies if there is a first-year premium of other insurance companies among listed Standard Plans under VHIS lower than the premium offered by AIA. The premium difference will be refunded to their

AIA Hong Kong Launches "Tax Deductible" Product Series

"Lowest Price in Town" Offer for AIA VHIS Standard Scheme

4-month premium refund offer for AIA VHIS Flexi Scheme new customers to enable easy planning for comprehensive protection

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policy premiums in the policy year after renewal. The difference in premiums is compared with the annualised first-year premium amount of the listed Standard Plans under VHIS on the Food and Health Bureau's webpage during the promotional period.

- **Offer 2:** Personal Medical Case Management Services[^] – Offered by AIA Hong Kong in collaboration with an independent third party for three years. In the unfortunate event of being diagnosed with a serious illness while the policy is in force, customers who are eligible for this service will have access to comprehensive and personalised care provided by a professional medical team for 90 days.

Offer for AIA VHIS Flexi Scheme

During the promotional period of 1 April to 31 December 2019, new customers who successfully apply for the AIA VHIS Flexi Scheme will enjoy a 4-month premium refund[^].

Key features of AIA VHIS Standard Scheme

- Provides more cover and offers, in addition to fully meeting the requirements for Standard Scheme set by the government;
- Customers who become "AIA Vitality" members can receive an instant 10% premium discount for the first year;
- No claim discount offers customers up to 15% discount on the total premium paid for the preceding cover year;
- Compassionate death benefit of HK\$8,800.

Key features of AIA VHIS Flexi Scheme

- Provides quality medical cover on top of the cover provided in the Standard Scheme, with lifetime guaranteed renewal;
- No annual benefit limit and lifetime benefit limit;
- Full cover for unknown pre-existing conditions starting from the 31st day of the first policy year, which is earlier than the 3-year waiting period under the Standard Scheme. Full compensation will be paid under the benefit limit;
- Higher benefit limits, lower coinsurance percentage for supplemental major medical benefits and add-on cashless arrangement service for day case procedures with physicians listed in AIA's quality medical specialist network;
- Waiver of 30% coinsurance for computed tomography (limited to Coronary Arteries), magnetic resonance imaging (limited to cervical spine, lumbar spine and brain) and positron emission tomography;
- Access to Personal Medical Case Management Services, which offers patients the most appropriate medical advice with their diagnosis and treatment assessed by a world class specialist; worldwide emergency assistance services;

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- No claim discount up to 15% (the premium discount will not be affected even after receiving a day case procedure);
- Customers who become "AIA Vitality" members can receive an instant 10% premium discount for the first year.

Instant 10% premium discount for the first year for new "AIA Vitality" members

Other than premium refund offers, AIA Hong Kong specifically includes AIA VHIS Standard Scheme and AIA VHIS Flexi Scheme in its game-changing "AIA Vitality"² portfolio in order to encourage customers to live a healthy lifestyle. By becoming an "AIA Vitality" member, customers will receive an instant 10% premium discount for the first year. Customers who are persistent in their pursuit of a healthy lifestyle can earn "AIA Vitality" points to receive a continuous premium discount up to 15% and to enjoy an array of rewards and discounts offered by programme partners³.

Taking into consideration the maximum tax deductible limit of HK\$60,000 of each person for MPF TVC and deferred annuity, AIA Hong Kong has also included MPF TVC and deferred annuity in its "Tax Deductible" Product Series to encourage people to save for their future.

Triple offers for MPF TVC Programme

- **First:** Special management fees – applicable to 15 AIA MPF funds
- **Second:** Extra bonus – up to a maximum of HK\$1,500 extra bonus[#]
- **Third:** Limited-time offers – 50% off management fees* and HK\$500 limited-time bonus*

Brand-new "AIA Deferred Annuity Plan" to help people accumulate wealth for retirement

- 5-year premium payment term and minimum annual premium of US\$4,800;
- Annuity period of 10 years and the choice of when to start receiving monthly annuity payments – at age 50, 65 or 70 – for flexible retirement planning;
- Customers can choose to receive the guaranteed monthly annuity payment under the level pattern or the increasing pattern. The level pattern with a fixed amount of monthly payment gives greater stability during retirement, while an increasing pattern helps to mitigate the effects of inflation;
- If the insured passes away, a death benefit in lump sum will be paid to the beneficiary. The policyholder can also opt in advance during the insured's lifetime to let the beneficiary continue receiving the unpaid monthly annuity payment from the insured's death (the death should occur on or after the commencement of the annuity period) until the end of the annuity period.

The above information is for reference only and is not intended as financial advice. For details of product features, content and conditions, please refer to the product brochure and the terms and conditions of the policy contract. If there are any discrepancies between the English language version of this Press Release and the Chinese language version, the Chinese language version shall prevail for all purposes.

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AIA Hong Kong Launches "Tax Deductible" Product Series
 "Lowest Price in Town" Offer for AIA VHIS Standard Scheme

4-month premium refund offer for AIA VHIS Flexi Scheme new customers to enable easy planning for comprehensive protection
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Terms & Conditions :

1. The Promotion Offers are only applicable to the policies submitted via AIA Financial Planners and AIA's Brokers/Independent Financial Advisors (IFAs) and online application via AIA iShop (if applicable).
2. The Promotion Offers are only applicable to the policies issued in Hong Kong.
3. This offer is not applicable to those plans change cases (basic plans or riders, if applicable) from other insurance plans to the insurance plans in this promotion.
4. Each new eligible policy can enjoy the premium refund offer once during the promotion period. Apart from the "Lowest Price in Town" premium refund and the "Personal Medical Case Management Services" for 3 years, the premium refund offer cannot be used in conjunction with other promotion offer. If the New Policy fulfills more than one promotional offer's requirement, the promotion offer with higher premium refund will be entitled.
5. **Offer 1 – AIA Voluntary Health Insurance Standard Scheme Promotion Offer**
 - a. The promotion period is from 1 April 2019 to 30 June 2019, both dates inclusive ("Promotion Period").
 - b. This offer is only applicable to the Specified Protection Plans as listed in point 5.c. of Terms and Conditions below ("New VHIS Policy") that are:
 - successfully applied and submitted within the Promotion Period (based on the application date); and
 - issued on or before 31 August 2019.
 - c. Specified Protection Plans are:
 - i. AIA Voluntary Health Insurance Standard Scheme (including basic plan and rider); and
 - ii. AIA Vitality Series: AIA Voluntary Health Insurance Standard Scheme (including basic plan and rider).
 - d. The rider of the above Specified Protection Plans (if applicable) must be attached to a new basic plan that is applied within the Promotion Period and issued on or before 31 August 2019 in order to be eligible for this premium refund offer.
 - e. This offer is only applicable to the first 10,000 eligible new policies within the Promotion Period (based on policy issue date).
 - f. "Lowest Price in Town" Premium Refund:
 - i. The mechanism of premium comparison will be as follows:
 - The offer is based on the premiums amount of Standard Plans under Voluntary Health Insurance Scheme on the webpage of the Food and Health Bureau (<https://www.fhb.gov.hk>) during the Promotion Period;
 - The lowest first year non-smoker (if applicable) premiums (annual premium payment) of respective basic plan/rider in accordance with the gender and age at application for the same insured person between AIA and all other listed insurers will be compared;
 - The premium comparison is only applicable to the standard premium of the related VHIS plans. Extra premium due to underwriting (if any) and other promotion offers (including but not limited to premium discount and premium refund) will not be applied for calculating the premium difference.
 - ii. New VHIS Policy will be entitled to a refund on the premiums difference if the premiums of other insurance companies are lower than that of AIA's Specified Protection Plans.
 - iii. The calculation of the premium refund is only applicable to the standard premium of the New VHIS Policy. Extra premium due to underwriting (if any), other promotion offers (including but not limited to premium discount and premium refund), the premiums of all other basic plan(s) and/or add-on plan(s) and levy will not be applied for calculating the premium refund.
 - iv. The Refund will be used for the premium settlement in the next premium due date after the first Policy Anniversary. The Refund is used for settlement of future premium of the New Policy only, withdrawal of the Refund is not allowed. Moreover, the New VHIS Policy needs to remain in force from the issue date to the time of premium refund. Otherwise, the refund will be forfeited.
 - v. A notification letter of offer eligibility for the premium refund will be sent to customers within three months after issuance of the New VHIS Policy.
 - g. "Personal Medical Case Management Services" for 3 Years:
 - i. This offer will be started from policy effective date for 3 years (while the policy is in force).
 - ii. This offer is a value-added service and not form part of the contractual benefit. AIA reserves the right to amend or cancel the service at any time without prior notice at its absolute discretion.
 - iii. AIA shall not be responsible or liable for any medical service, product and solicitation effort provided by the engaged service provider, which is not sold or marketed by AIA.
 - iv. Eligibility for service is subject to evaluation by AIA and its designated service provider and the services provided are subject to the terms and conditions of the service provider.
 - v. Additional charges might be incurred for some particular services.
 - vi. With customer's informed consent, their medical history will be passed to the designated service provider for the purpose of medical assessment.
 - vii. For the detailed of the scope of the service, please refer to the "Personal medical case management services" leaflet and the designated service provider's terms and conditions.
6. **Offer 2 – AIA Voluntary Health Insurance Flexi Scheme Promotion Offer**
 - a. The promotion period is from 1 April 2019 to 31 December 2019, both dates inclusive ("Promotion Period").
 - b. This offer is only applicable to the Specified Voluntary Health Insurance Scheme as listed in point 6.c. of Terms and Conditions below ("New Policy") that is:
 - successfully applied and submitted within the Promotion Period (based on the application date); and
 - issued on or before 29 February 2020.
 - c. Specified Voluntary Health Insurance Scheme is:
 - i. AIA Voluntary Health Insurance Flexi Scheme (including basic plan and rider),
 - ii. AIA Vitality Series: AIA Voluntary Health Insurance Flexi Scheme (including basic plan and rider).
 - d. The rider of the above Specified Voluntary Health Insurance Scheme (if applicable) must be attached to a new basic plan that is applied within the Promotion Period and issued on or before 29 February 2020 in order to be eligible for this premium refund offer.
 - e. The calculation of the premium refund or discount is only applicable to the standard premium and extra premium due to underwriting (if any) of the New Policy. Apart from the New Policy, the premiums of all other basic plan(s) and/or add-on plan(s) and levy will not be applied for calculating the premium refund or discount amount.
 - f. New Policy will entitle to a premium refund equivalent to 1 month of its first year annualised premium at the end of the first, second, third and fourth policy year.
 - g. The Refund will be used for the premium settlement in the next premium due date after the Policy Anniversary stated above. The Refund is used for settlement of future premium of the New Policy only, withdrawal of the Refund is not allowed. Moreover, the New Policy should remain in force from the issue date to the time of premium refund. Otherwise, the refund will be forfeited.
 - h. Calculation of the Refund on New Policy:

Payment	Premium refund calculation method (calculated by the payment of the first modal premium (after discount, if any) of the New Policy at policy issue)
Monthly	= monthly premium x 4
Quarterly	= quarterly premium ÷ 3 x 4
Semi-annually	= semi-annual premium ÷ 6 x 4
Annually	= annual premium ÷ 12 x 4
7. This leaflet contains general information only. It does not constitute as an offer and/or insurance product recommendation. Customer must complete the Financial Needs Analysis before applying any insurance product. For detailed features, terms, conditions and exclusions of the relevant specified insurance products, please refer to the relevant product brochure(s) and its policy provision(s). For detailed features, terms and conditions of AIA Vitality, please refer to aivitality.com.hk.
8. AIA reserves the right to change any terms and conditions of this promotion without advance notices. All Promotion Offers are valid only when the promotion insurance products are available for application. In the event of any disputes, AIA's decision shall be final and conclusive.
9. Only the paid premiums of VHIS plans will be subject to the related tax deductions whereas the premium refund and premium discount (if applicable) are not included. For details on tax deductions, please visit www.vhis.gov.hk or www.ird.gov.hk and consult your own tax and accounting advisors for tax advice.
10. If there is any discrepancy between the English and Chinese versions of these terms and conditions, the English version shall prevail.

¹ Based on Hong Kong Special Administrative Region Census and Statistics Department – Thematic Household Survey Report No. 63, Dec 2017, Table 7.1a and AIA internal data.

² The annual membership fee for AIA Vitality is HK\$/MOP300. The membership fee may change at any time without prior notice.

³ For the terms and conditions of the offers, please refer to the promotional leaflet or www.aivitality.com.hk.

* Applicable to the first 5,000 members: 1/ The 50% off management fees is applicable to members who successfully enrol in the Programme, set up direct debit instruction and settle monthly contributions of at least HK\$1,000 for 12 consecutive months. 50% off the first year's management fees on Constituent Fund level for all funds is only applicable to the first HK\$60,000 of a member's account balance; 2/ The HK\$500 limited-time bonus is applicable to members who successfully set up direct debit instruction and settle monthly contributions of HK\$2,500 or above for 12 consecutive months. Please refer to the relevant promotional leaflet for details.

The total annual contributions during the first year of participation should be HK\$60,000 or above, and the total annual contributions respectively made in the 2nd, 3rd, 4th and 5th year of participation should not be less than the total annual contributions made during the 1st year of participation. The extra bonus will be distributed in 3 instalments.

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Ms. Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management,
AIA Hong Kong & Macau (2nd from right);

Mr. Ip Man Kit, VHIS Lead, Chief Technology & Operations Officer,
AIA Hong Kong & Macau (1st from right);

Ms. Elaine Lau, Chief Corporate Solutions Officer, AIA Hong Kong & Macau (2nd from left); and

Mr. Felix Fung, Head of Product Strategy & Management of AIA Hong Kong & Macau (1st from left)

announced the launch of AIA “Tax Deductible” Product Series and several compelling special offers for new customers. These include the “Lowest Price in Town” guarantee and three years’ Personal Medical Case Management Services for AIA VHIS Standard Scheme, and 50% off on management fees, limited-time bonus of HK\$500 and other offers for MPF Tax Deductible Voluntary Contributions. These, coupled with “AIA Deferred Annuity Plan”, will help people to plan for comprehensive protection at ease.

AIA Hong Kong Launches “Tax Deductible” Product Series

“Lowest Price in Town” Offer for AIA VHIS Standard Scheme

4-month premium refund offer for AIA VHIS Flexi Scheme new customers to enable easy planning for comprehensive protection

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Ms. Bonnie Tse, General Manager, Corporate, Strategy and Wealth Management,
AIA Hong Kong & Macau (2nd from left);

Mr. Ip Man Kit, VHIS Lead, Chief Technology & Operations Officer,
AIA Hong Kong & Macau (2nd from right);

Ms. Elaine Lau, Chief Corporate Solutions Officer, AIA Hong Kong & Macau (1st from right); and
Mr. Felix Fung, Head of Product Strategy & Management of AIA Hong Kong & Macau (1st from left)
introduced AIA “Tax Deductible” Product Series and “Smart BUNdle Solutions” online videos.

The videos aim at helping people better utilise the tax deductions provided by the government and AIA Hong Kong’s offers to enhance their medical and retirement protection, reinforcing AIA’s brand promise of helping people live “healthier, longer, better lives”.

About “AIA Vitality”

“AIA Vitality” is a game changing wellness programme which redefines the traditional concept of insurance, it aims to reward customers to live a healthy lifestyle. Purchase any “AIA Vitality” selected insurance product and receive an instant 10% premium discount* or 10% extra cover^ and an array of rewards and discounts offered by our partners. Simply being active in daily life and having a healthy diet, customers can earn points and upgrade their status for more discounts and rewards.

* The premium discount is only applicable to “AIA Vitality” selected insurance products. Please visit AIA Hong Kong’s website aia.com.hk – “AIA Vitality”.

^ Extra cover means AIA Vitality Power Up Coverage, which is a percentage of initial Sum Assured added for the sole purpose of computing the death benefit or the major illness benefit for once when it becomes payable. The membership fee of “AIA Vitality” is HK\$/MOP300 for one year. The membership fee may change at any time without prior notice. Please visit AIA Hong Kong’s website aia.com.hk – “AIA Vitality” for more information.

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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 16,500 AIA financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve over 3 million customers², 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.

¹ as at February 2019 ² as at 31 March 2018

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 a century ago in 1919. 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\$230 billion as of 31 December 2018.

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 33 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”).

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