



AIA Hong Kong

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Media Release

**AIA Hong Kong Scores Repeat Wins of “Corporate Financial Education Leadership – Gold Award”
and “Accredited Professional Financial Planning Firm” Distinction by IFPHK;
Receives the Newly-Created “Corporate Financial Education Leadership for the Best Advocate” Award**

Hong Kong, 17 January 2020 – AIA Hong Kong’s continued effort in promoting financial literacy among the public has once again been recognised. The Institute of Financial Planners of Hong Kong (IFPHK) recently conferred AIA Hong Kong the “Corporate Financial Education Leadership - Gold Award” for the third year in a row and “Accredited Professional Financial Planning Firm” for the sixth consecutive year at the “IFPHK Financial Education Leadership Awards 2020”. AIA Hong Kong also received the “Corporate Financial Education Leadership for the Best Advocate” accolade, a newly-created award in recognition of the Company’s effort in educating the public about the tax deduction measures rolled out by the HKSAR Government last year.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, “As an industry-leading insurance company, AIA Hong Kong has been dedicated to providing the most suitable protection and retirement products while striving to promote public financial literacy through various channels. By providing financial knowledge, we empower the people in Hong Kong to plan for a more prosperous future for themselves and their loved ones, helping them live Healthier, Longer, Better Lives. These accolades are reaffirmations of our effort and contribution in advancing financial education in Hong Kong.”

Following the Government’s launch of the tax deduction schemes last April, AIA Hong Kong has been actively making use of various channels to share financial information with the public in order to help them better utilise the tax deductions. The Company also launched the “Tax Deductible” Product Series – covering MPF Tax Deductible Voluntary Contribution (MPF TVC), deferred annuity products and Voluntary Health Insurance Scheme (VHIS), accompanying with above- and below-the-line promotions that successfully raised public awareness on retirement and medical protections. Meanwhile, with the help of its professional team of financial planners, the Company further strengthens customer communications that help customers understand their needs in order to choose the most suitable solutions.

IFPHK was established in 2000 with the aim of defining and enhancing the professional standards of the financial planning industry in Hong Kong. In 2018, it organised the inaugural “Financial Education Leadership Awards” to pay tribute to corporations and individuals that have made significant efforts in strengthening the financial literacy of Hong Kong people. Now in its third year, IFPHK created a new special award – “Corporate Financial Education Leadership for the Best Advocate” – to acknowledge firms that have propagated the tax deduction measures to the public.

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AIA Hong Kong team receives “Corporate Financial Education Leadership – Gold Award”, “Corporate Financial Education Leadership for the Best Advocate” Award and “Accredited Professional Financial Planning Firm” Distinction from the Institute of Financial Planners of Hong Kong (IFPHK).

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 18,000 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 September 2019

² AIA Hong Kong internal data includes Hong Kong and Macau's individual life, group insurance and mandatory provident fund customers (as at 31 March 2019)

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