



AIA Hong Kong

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Media Release

AIA Hong Kong Wins Service and Brand Awards for the Third Consecutive Year

Hong Kong, 19 March 2020 – AIA Hong Kong has won in the “Life Insurance Services” category at the “Sing Tao Service Awards 2019” organised by Sing Tao Daily, and the “Pama Most Favourite Health Protection Award” at the “Ohpama Brand Awards 2019” organised by the parenting website Ohpama.com. This is the third consecutive year that AIA Hong Kong has been awarded these honours – a testament to the wide recognition of the Company’s outstanding service and brand among the public and the professional judging panels.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said: “Quality service is the key to brand recognition. Winning at the Sing Tao Service Awards and the Ohpama Brand Awards for three consecutive years is an acknowledgement of our customer-centric philosophy. AIA Hong Kong has been proactively launching first-in-market products and integrating professional service with the latest digital technology to provide comprehensive and suitable protection for customers. A good example is the series of enhanced protection and services we have provided in light of the COVID-19 outbreak. We will continue to transform customer care into innovative solutions and deliver our brand promise of helping people live Healthier, Longer, Better Lives.”

In view of the current public concerns over COVID-19, AIA Hong Kong has launched a series of support initiatives. These include free enhanced protection and claim support measures, free protection cover for frontline cleaning workers in Hong Kong and Macau, and “Non-Face-to-Face Purchasing” arrangement to help customers purchase AIA Deferred Annuity Plan and AIA Voluntary Health Insurance Scheme before the end of the Tax Year. AIA Hong Kong has also launched a first-in-market COVID-19 Alert Service¹ on “AIA Connect” mobile app. AIA and non-AIA customers who download the “AIA Connect” mobile app and register as users will be able to closely track and be mindful of the locations of cases.

The “Sing Tao Service Awards” aims to recognise outstanding business entities for providing customers with quality products and services. Winners were selected by the public and a panel of judges based on the criteria of brand awareness, service quality, brand positioning, trustworthiness and brand management.

The “Ohpama Brand Awards” recognises brands which have made remarkable achievements in providing excellent products and services for parenting needs, infants and young children, household, education, financial planning and health protection. Winning brands were selected via public poll and ranking by the editorial board of “Ohpama.com”.



AIA Hong Kong has won in the “Life Insurance Services” category at the “Sing Tao Service Awards” and “Pama Most Favourite Health Protection Award” at the “Ohpama Brand Awards”, respectively, for the third consecutive year – a testament to the wide recognition of the Company’s outstanding service and brand among the public and the professional judging panels.

Remarks:

1. Information and updates are provided by DATA.GOV.HK.

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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 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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