



**AIA Hong Kong**

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## Media Release

### AIA Hong Kong Garner Multiple Honours at “Greater Bay Area Insurance Award”, “Sing Tao Service Awards” and “Reader’s Digest Trusted Brand Awards”

Hong Kong, 2 June 2022 – AIA Hong Kong is committed to enhancing customer experience through digital technology and has established a brand with strong reputation. The Company recently received numerous accolades at three industry awards, including five honours at the “Greater Bay Area Insurance Award 2022 – Hong Kong Region” organised by Metro Finance and three awards at the “Sing Tao Service Awards 2021” by Sing Tao Daily, in recognition of its excellent performance in different business aspects. Moreover, AIA emerged as the winner of three accolades at Reader’s Digest Trusted Brand Awards. It was the 19<sup>th</sup> consecutive year AIA was honoured at this longstanding Awards, a testament to the public’s appreciation for the AIA brand over the years.

Details of the awards:

Awards & Organisers	Award Categories / Names
“Greater Bay Area Insurance Award 2022 – Hong Kong Region” by Metro Finance	<ul style="list-style-type: none"> <li>Outstanding Anti-COVID19 Contribution Award of the Year (2<sup>nd</sup> consecutive year)</li> <li>Outstanding Marketing Strategies Award – New Media (2<sup>nd</sup> consecutive year)</li> <li>Outstanding InsurTech Award (3<sup>rd</sup> consecutive year)</li> <li>Outstanding Online Platform Award (3<sup>rd</sup> consecutive year)</li> <li>Outstanding Customer Services Award</li> </ul>
“Sing Tao Service Awards 2021” by Sing Tao Daily	<ul style="list-style-type: none"> <li>Innovative Insurance Services/Platforms</li> <li>Life Insurance Services</li> <li>Voluntary Health Insurance Scheme (2<sup>nd</sup> consecutive year)</li> </ul>
Trusted Brand Awards by Reader’s Digest	<ul style="list-style-type: none"> <li>AIA Hong Kong won the “Platinum Trusted Brand Award – Insurance Company for Hong Kong” for the 9<sup>th</sup> consecutive year. It is the grand award in the category and the winner has to score significantly higher than the runner-up to win this award.</li> <li>AIA Group won the “Asia Trusted Brand Award – Insurance Company”. The winner of this award has to stand out from its peers in at least three markets.</li> <li>AIA Hong Kong won the “Gold Trusted Brand Award – Provident Fund for Hong Kong” for the 7<sup>th</sup> time.</li> </ul>

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, “AIA Hong Kong has been leveraging the application of innovative technology and digitalisation to enhance customer experience and service quality. It is gratifying for us to have received accolades in these areas, a great affirmation and encouragement indeed for our team. As a leader in the insurance industry, we have always been steadfast – despite the challenges – in providing people with all-round protection and timely and concrete support, helping them to live Healthier, Longer, Better Lives. This is the key to our success in being named a trusted brand for so many years in a row.”

AIA Group Limited is incorporated in Hong Kong with limited liability.

“AIA Hong Kong & Macau”, “AIA Hong Kong”, “AIA Macau” or “the Company” herein refers to the Hong Kong Branch and/or Macau Branch of AIA International Limited (Incorporated in Bermuda with limited liability).

“Hong Kong” and “Macau” herein refer to “Hong Kong Special Administrative Region” and “Macao Special Administrative Region”, respectively.

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“Greater Bay Area Insurance Award 2022 – Hong Kong Region” recognises insurers with outstanding products and services to set the industry benchmark of professionalism. The judging panel is composed of professionals from different sectors including academia, healthcare and political circles. Judging criteria include Key Market and Product Strategy (40%), Market Feedbacks (40%) and Future Development (20%).

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.

Winners of the Reader’s Digest Trusted Brand Awards are selected according to the results of the publication’s annual Trusted Brand Survey, which marks its 24<sup>th</sup> year and is one of the most credible of its kind in Asia. The survey interviewed 8,000 consumers from five countries and regions in Asia. Respondents were asked to choose their most trusted brand in each product and service category based on six qualitative criteria: trustworthiness and credibility, quality, value, understanding of customer needs, innovation, and social responsibility.



AIA Hong Kong receives five honours at the “Greater Bay Area Insurance Award 2022 – Hong Kong Region”.

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### About AIA Hong Kong & Macau

AIA Group Limited established its operations in Hong Kong in 1931. To date, AIA Hong Kong and AIA Macau have close to 19,000 financial planners<sup>1</sup>, as well as an extensive network of brokerage and bancassurance partners. We serve over 3.4 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, pension, personal lines insurance to investment-linked assurance schemes 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 December 2021

<sup>2</sup> Including AIA Hong Kong and AIA Macau’s individual life, group insurance and pension customers (as at 31 December 2021)

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