



**AIA Hong Kong**

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**Media Release**

**AIA Ranks Among Kantar BrandZ™ Top 100 Most Valuable Global Brands for 7 Years Running  
Also Wins Multiple Technology and GBA Awards**

Hong Kong, 5 August 2022 – AIA Hong Kong has been honoured with multiple accolades for its outstanding brand reputation and technology application, as well as its remarkable performance in Environmental, Social and Governance (ESG). AIA was ranked in Kantar BrandZ™ Top 100 Most Valuable Global Brands for seven years in a row and prided itself as the only Hong Kong brand – out of over 250 brands – in the global ranking survey this year. Its brand value reached US\$22.7 billion, an increase of nearly 10% from last year.

Moreover, AIA Hong Kong has long been embracing technology and digitalisation and recently brought home three industry awards. These included the “All-Rounded Innovator Award” at the Hong Kong Management Association (HKMA) x Microsoft Hong Kong (MSHK) Excellence in Digital Transformation, “Education Insurance Initiative of the Year – Hong Kong” at Insurance Asia Awards 2022, and the “Insurer Innovation Awards 2022 – APAC” at the World’s Digital Insurance Awards, where the Company was selected as the winner out of nearly 30 contestants from the Asia-Pacific region.

AIA Hong Kong was also honoured with the “2022 GBA Top 100 Enterprises Inheritance Award” organised by the Guangdong-Hong Kong-Macao-Bay Area Economic and Trade Association, in recognition of its excellent business operations whilst driving ESG strategies, delivering corporate social responsibility and contributing to the sustainable development of the Greater Bay Area (GBA).

Details of the awards:

Industry Awards & Organisers	Award Names & Details
Kantar BrandZ™ Top 100 Most Valuable Global Brands 2022	<ul style="list-style-type: none"> <li>Ranked among Kantar BrandZ™ Top 100 Most Valuable Global Brands for the 7<sup>th</sup> consecutive year</li> <li>Being the only Hong Kong brand in the global ranking this year</li> <li>AIA’s brand value reached US\$22.7 billion, a nearly 10% increase from last year</li> </ul>
HKMA x MSHK Excellence in Digital Transformation	<ul style="list-style-type: none"> <li>All-Rounded Innovator Award</li> </ul>
Charlton Media Group – Insurance Asia Awards 2022	<ul style="list-style-type: none"> <li>Education Insurance Initiative of the Year – Hong Kong</li> </ul>
The Digital Insurer – The World’s Digital Insurance Awards	<ul style="list-style-type: none"> <li>Insurer Innovation Awards 2022 – APAC</li> </ul>
The Guangdong-Hong Kong-Macao-Bay Area Economic and Trade Association – 2022 GBA Top 100 Enterprises Inheritance Award	<ul style="list-style-type: none"> <li>2022 GBA Top 100 Enterprises Inheritance Award</li> </ul>

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.

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, “The multiple awards that span across Hong Kong, GBA and international levels have given us much pleasure and I am very proud of our team at AIA Hong Kong. Brand value reflects the public’s recognition and trust in a corporation. Having been ranked among the Top 100 Most Valuable Global Brands for many years running and being the only Hong Kong brand in the global ranking represent a testament to our unwavering commitment and hard work over the years. These achievements also serve as a market recognition of our forward-looking strategies on Technology, Digital and Analytics (TDA) and Environmental, Social and Governance (ESG). We will continue to leverage innovative technologies to drive digital transformation and enhance customer experience. We will also champion the sustainable development of society and help people live Healthier, Longer, Better Lives.”

Kantar BrandZ™ is the global currency when assessing brand value, quantifying the contribution of brands to business’ financial performance. Kantar’s annual global and local brand valuation rankings combine rigorously analysed financial data, with extensive brand equity research. Since 1998, BrandZ™ has shared brand-building insights with business leaders based on interviews with 4.1 million consumers for 19,250 brands in 51 markets.

AIA Hong Kong was among the 14 companies commended for their digital application and innovation at the HKMA x MSHK Excellence in Digital Transformation Recognition Ceremony. The Company was named an “All-Rounded Innovator” for setting a corporate strategic priority of driving transformation through Technology, Digital and Analytics (TDA). The Company has adopted Microsoft’s three cloud solutions (Azure, Microsoft 365 and Dynamics 365) to achieve significant improvement in scalability, stability and security.

Organised by Charlton Media Group, the Insurance Asia Awards gathers Asia’s leading insurance companies and recognises their exceptional initiatives, products, and solutions. The AI Learning Recommendations Engine developed by AIA Hong Kong to help financial planners improve their sales performance was honoured as “Education Insurance Initiative of the Year – Hong Kong”.

The AI Learning Recommendation Engine also brought home another accolade at the World’s Digital Insurance Awards organised by The Digital Insurer. With nearly 30 contestants from around the Asia-Pacific region, the innovative mobile app emerged as the winner of the “Insurer Innovation Awards 2022 – APAC”. It will go on to compete with other regional winners from the Americas, Europe, Middle East and Africa for the “Global Insurer Innovation Awards”.

Organised by the Guangdong-Hong Kong-Macao-Bay Area Economic and Trade Association, the “2022 GBA Top 100 Enterprises Inheritance Award” recognises enterprises with outstanding performance in business operations, brand image, customer service and commitment, employee benefits and training, environmental protection, contribution to society and charity service, corporate governance, leadership and heritage.

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# KANTAR BRANDZ

## 2022 MOST VALUABLE GLOBAL BRANDS

AIA ranks among Kantar BrandZ™ Top 100 Most Valuable Global Brands for the 7th consecutive year and is the only Hong Kong brand in the global ranking this year



On behalf of AIA Hong Kong & Macau, Mr. Patrick Lam, Chief Technology Officer (middle), receives the “All-Rounded Innovator Award” at HKMA x MSHK Excellence in Digital Transformation Recognition Ceremony



Education Insurance Initiative  
of the Year - Hong Kong  
AIA International Limited  
Hong Kong & Macau



AIA Hong Kong & Macau receives “Education Insurance Initiative of the Year – Hong Kong” at Insurance Asia Awards 2022

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AIA Hong Kong & Macau emerges as the winner of the “Insurer Innovation Awards 2022 – APAC” at the World’s Digital Insurance Awards



On behalf of AIA Hong Kong & Macau, Mr. Ivan Choi, Director, Marketing and Business Planning, receives the “2022 GBA Top 100 Enterprises Inheritance Award” from the Guangdong-Hong Kong-Macao-Bay Area Economic and Trade Association

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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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