



**HEALTHIER, LONGER,
BETTER LIVES**

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Media Release

AIA Hong Kong Receives Multiple Accolades at IFTA FinTech and Innovation Awards Wins the Highest Honour Diamond Award in Talent Development Category

Hong Kong, 14 October 2022 – AIA Hong Kong has long embraced technology and digitalisation in its operations. By leveraging a variety of technological capabilities such as artificial intelligence and data analysis, the Company is elevating the customer experience while improving operating efficiency for financial planners. AIA Hong Kong was recently honoured with three accolades at the “IFTA FinTech and Innovation Awards 2021/2022”, where its “Agency Recruitment Transformation” project received the highest honour – Diamond Award in the Talent Development category. These prestigious wins underscore the recognition of the Company’s digital strategy in the Fintech industry.

Details of the awards:

Awards	Awards Project	Project Details
Talent Development – Diamond Award	Agency Recruitment Transformation	Through four different digital tools – Career Aptitude Test, AI-powered Interview, AI-enabled Training Recommendation Engine and iSay Platform, AIA has transformed agency recruitment to take it to the next level. The project provides a one-stop, digitalised and seamless experience from prospecting, candidate assessment and selection, to personalised coaching and development. This facilitates recruitment of candidates with high potential and provides tailor-made support for continuous development.
Insurance Tech – Gold Award	AIA “3D Protection Index”	AIA “3D Protection Index” revolutionises the way customers understand their protection needs by using technology, digitalisation, and artificial intelligence (A.I.) analytics. In the “AIA Connect” mobile application, the data is presented in a 3D visual, enabling customers to better understand their Diversity of Cover, the Depth of Cover Amount and the Protection of Dependants. Through its “1-Click Connect”, customers can get in touch with their financial planners instantly. Communication is made much simpler, faster, and more connected. Furthermore, customers can connect quickly to iShop and search for AIA hot products online.
Insurance Tech – Gold Award	iSay	The iSay social prospecting tool has reshaped the digital journey, maximising the reach of social media to help financial planners connect with more customers and explore prospects in the digital ecosystem, empowering financial planners to pursue business opportunities more effectively.

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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Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said: "AIA Hong Kong has been actively developing and adopting digital technology to analyse and safeguard customers' protection needs, strengthen interaction with customers and enhance the overall customer experience. Our efforts also support financial planners in talent recruitment and continuous professional development. We are pleased to receive three accolades at the 'IFTA FinTech and Innovation Awards', one of which is the highest honour – Diamond Award. These recognitions encourage us to continue to advance our Technology, Digital and Analytics (TDA) strategy and to deepen the utilisation of technology at different levels, thus fully serving the needs of customers and helping people live Healthier, Longer, Better Lives."

"IFTA FinTech and Innovation Awards"

The "IFTA FinTech and Innovation Awards 2021/2022", organised by The Institute of Financial Technologists of Asia, showcase and acknowledge outstanding corporations and their contributions in driving Fintech development. Themed "Two Worlds, One Goal: The Virtualisation of Reality", the award winners are selected by well-rounded evaluation focusing on Innovation and Technology, Contribution and Ethics, Professionalism, and Teamwork.



AIA Hong Kong won three accolades at the "IFTA FinTech and Innovation Awards 2021/2022", including the highest honour – Diamond Award in the "Talent Development" category, and two Gold Awards in the "Insurance Tech" category.

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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 over 17,000 financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve over 3.4 million customers², 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.

¹ as at 30 June 2022

² Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 30 June 2022)

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