



AIA Hong Kong

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Media Release

AIA Hong Kong opens AIA Wealth Management Centre, an insurance industry-first one-stop shop for HNW customers seeking professional wealth management services

Pioneering new centre also features local arts and a “five senses” theme to create a unique wealth management experience

Hong Kong, 13 March 2023 – Continuing to break the boundaries of traditional insurance, AIA Hong Kong today announced the grand opening of the **AIA Wealth Management Centre**, offering high-net-worth (HNW) customers a one-stop shop for all-round professional wealth management services. The Centre is the first of its kind in the insurance industry. AIA Hong Kong financial planners not only provide professional consultation on insurance protection and savings solutions, but also work together with an onsite wealth management and legacy planning team to support customers with convenient access to expert advice. The Centre also partners with multiple international organisations to provide customers with advisory services through referrals on trust, legacy, tax, legal and premium financing.

The AIA Wealth Management Centre is characterised by a strong Hong Kong flavour. Local artists were invited to create an immersive journey focused on the five senses of sight, hearing, touch, taste and smell, an experience that begins the moment a customer steps inside. Every detail of the Centre has been meticulously designed with artistic appreciation and wellness elements in mind to elevate customer experience and deliver a unique experience for customers as they manage their wealth. The Centre also provides a platform for young local artists to showcase their creative work and talent while enabling customers to learn more about AIA Hong Kong's nearly century-long history.

The immersive “five sense” experience at the AIA Wealth Management Centre

At the Centre, customers can enjoy an array of experiences to complement their visit:

- Sight: selected works of art by local artists, periodically on display in an open exhibition space
- Hearing: unique background music created exclusively for the Centre by a local handpan musician
- Taste: snacks made with healthy ingredients and served with wellness herbal tea drinks
- Smell: signature scent created by a team of local fragrance makers
- Touch: extended reality to enable interactions with customers and tell the story of AIA Hong Kong

AIA Hong Kong also announced it will soon open a dedicated wellness centre that caters to both body and mind and launch a HNW membership program further enhancing its premier service ecosystem integrating wellness, wealth and medical care for HNW customers.

Ms Alice Liang, Chief Proposition Officer of AIA Hong Kong & Macau, said, “There is huge potential in the HNW segment. Despite the pandemic, we have witnessed steady growth in the number and wealth of our HNW customers, and their need for protection has also been on the rise. Our strategy perfectly caters to the need of HNW individuals for a one-stop place where they can receive comprehensive advice and counsel on wealth management and wellness. The AIA Wealth Management Centre achieves this by delivering insurance services in a comfortable, luxurious environment and offering an advisory team with expertise from multiple disciplines to help customers conduct wealth and legacy planning at ease.

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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“The AIA Wealth Management Centre is a key milestone for our HNW proposition strategy, and we will soon launch an innovative wellness solution that caters to both body and mind,” Ms Liang continued. “This entire range of services, coupled with our diverse and competitive HNW products, demonstrates that at AIA, we are not confining ourselves to just paying claims, but rather going beyond traditional insurance to deliver a tailor-made one-stop premier service ecosystem for customers to help them live Healthier, Longer, Better Lives.”

She added, “The Centre also underpins AIA’s strengths and century-long foundation in the community. We have specially invited young local artists to showcase their talent and creativity, providing them with a platform and infusing the entire Centre with a decidedly Hong Kong essence as part of our on-going efforts to promote local culture.”

AIA Wealth Management Centre’s one-stop professional services

AIA Hong Kong financial planners join hands with an onsite wealth management and legacy planning team to provide customers with convenient expert advice. The Centre also partners with multiple international organisations to provide customers with advisory services through referrals on trust, legacy, tax, legal and premium financing. It is the first of its kind in the insurance industry, offering one-stop professional services across various disciplines including:

- Trust advisory and setup services
- Wealth management and legacy planning
- Tax and legal advisory services
- Premium financing advisory and case management services
- Family office advisory and setup services

The AIA Wealth Management Centre also features a multifunctional space and several private meeting rooms for events. In addition to talks and events related to wealth management, taxation and legacy planning, the Centre will also host activities designed to promote wellness, quality of life, and personal interests and hobbies to help customers live Healthier, Longer, Better Lives.

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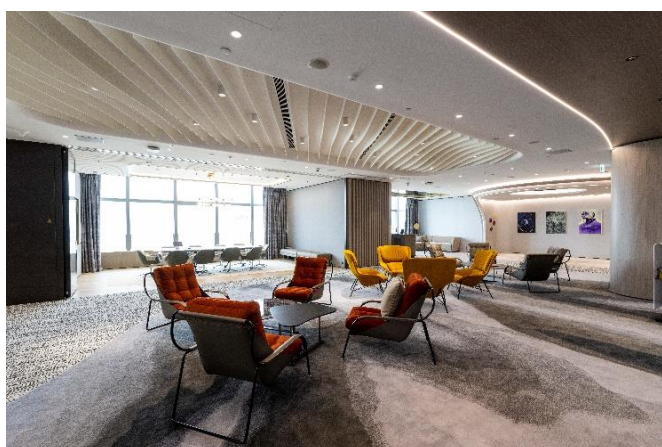
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Ms Alice Liang, Chief Proposition Officer of AIA Hong Kong & Macau, announces the grand opening of the AIA Wealth Management Centre, the first of its kind in the insurance industry offering HNW customers one-stop, all-round professional wealth management services.



AIA Wealth Management Centre is located in Hysan Place, Causeway Bay. Spanning over an area of more than 7,800 square feet, it offers a large and comfortable space with a splendid view of the Victoria Harbour.

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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 September 2022

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

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