



**HEALTHIER, LONGER,
BETTER LIVES**

AIA Hong Kong

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Media Release

AIA Hong Kong and Blue Cross Garner Multiple Awards

Hong Kong, 11 April 2023 – AIA Hong Kong won manifold service honours and corporate accolades at three recent awards, including six accolades at East Week's "Hong Kong Service Awards 2023" and five accolades at HK01's "01 Gold Medal Awards 2022".

At "Sing Tao Service Awards 2022", AIA Hong Kong won three accolades while Blue Cross under AIA Group received two awards, a testament to the industry's acknowledgment and public recognition of their outstanding performance on multiple fronts.

Details of the awards are as follows:

| Organisers and Awards | Award Categories / Names |
|--|---|
| Sing Tao Daily "Sing Tao Service Awards 2022" | AIA Hong Kong: <ul style="list-style-type: none">Life Insurance (6th year)MPF (6th year)Innovative Insurance Service/Platform (2nd consecutive year) Blue Cross: <ul style="list-style-type: none">Travel Insurance ProductsHome Insurance Products |
| East Week "Hong Kong Service Awards 2023" | <ul style="list-style-type: none">Insurance Service (12th consecutive year)MPF Service (11th consecutive year)Voluntary Health Insurance Scheme (VHIS) (3rd consecutive year)Critical Illness InsuranceGreater Bay Area Savings InsuranceCharity Award of Honour – Anti-epidemic Award |
| HK01 "01 Gold Medal Awards 2022" | <ul style="list-style-type: none">Excellence Award of Innovative Insurtech (3rd consecutive year)Excellence Award of Greater Bay Area Insurance Brand (2nd consecutive year)Excellence Award of ESG and Sustainability Development Company (2nd consecutive year)Excellence Award of Talent Training & Development (2nd year)Excellence Award of Digital Platform Partnership Project |

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, "AIA Hong Kong always strives for excellence and addresses customers' health and wealth needs at different life stages. We are pleased with the multiple honours in recognition of our exceptional performance ranging from products and services to corporate social responsibility and brand reputation. We will continue to uphold our professional and caring service to provide customers with diversified and appropriate products, while actively contributing to society and shaping a sustainable future to help people live Healthier, Longer, Better Lives."

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.

"Blue Cross" refers to Blue Cross (Asia-Pacific) Insurance Limited.

“Hong Kong Service Awards 2023” were nominated by East Week’s editorial board. The selection process involved views of a judging panel and online public voting to reflect high recognition of the winners.

“01 Gold Medal Awards 2022” was organised by HK01. It aims to recognise corporations with outstanding performance that foster corporate image, set a role model for the industry, and contribute to the goodwill of Hong Kong.

“Sing Tao Service Awards 2022” 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.



AIA Hong Kong and Blue Cross have won a total of five accolades at “Sing Tao Service Awards 2022”.
Featured in the photos are the teams from AIA Hong Kong (left) and Blue Cross (right).



AIA Hong Kong has won six accolades at East Week’s “Hong Kong Service Awards 2023” (left photo) and five accolades at HK01’s “01 Gold Medal Awards 2022” (right photo).

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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 18,000 financial planners¹, as well as an extensive network of independent financial advisors, 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 31 December 2022

² Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 31 December 2022)

About Blue Cross (Asia-Pacific) Insurance Limited

Blue Cross (Asia-Pacific) Insurance Limited ("Blue Cross") is a subsidiary of AIA Group Limited. With over 50 years of operational experience in the insurance industry, Blue Cross provides a comprehensive range of products and services including medical, travel and general insurance, which cater to the needs of both individual and corporate customers. Blue Cross distributes its products through various channels, including AIA agency force, online platform, direct sales, BEA network, insurance agents and brokers, as well as travel agencies. In 2023, Blue Cross is assigned a financial strength rating of A (Excellent) and the long-term issuer credit rating of "a+" (Excellent) by A.M. Best, a global full-service credit rating firm specialising in the financial service industry. For the latest rating, please access www.ambest.com.

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