



AIA Hong Kong

AIA Hong Kong Tower,
734 King's Road,
Quarry Bay, Hong Kong
T: (852) 2881 3333

AIA.COM.HK

Media Release

AIA Hong Kong Leads the Industry and Ranks 7th in Kantar BrandZ “Top 30 Strongest Brands in Hong Kong”

AIA Ranks Among “Top 100 Most Valuable Global Brands” for 8 Years Running

Hong Kong, 29 June 2023 – AIA has built solid brand reputation through its relentless dedication to product and service enhancement, as well as commitment to providing comprehensive protection and wealth management solutions to enhance customers’ physical and mental wellbeing. AIA Hong Kong recently surpassed hundreds of Hong Kong brands, coming in 7th in the inaugural “Kantar BrandZ Top 30 Strongest Brands in Hong Kong” and outshining its competitors to take the top spot among the insurance industry.

AIA was also ranked among “Kantar BrandZ Top 100 Most Valuable Global Brands” for the eighth year in a row this year. Its brand value soared to US\$19.2 billion, marking a more than 80% increase compared to its first entry in 2016. These notable accomplishments are a testament to the Company’s outstanding performance in all aspects, reinforcing its position as a top-tier brand in the market.

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, “Rome wasn’t built in a day. Neither is a brand. A strong brand calls for teamwork, perseverance and relentless efforts to keep enhancing the quality of its products and services in order to earn market recognition and the trust of its customers. We are honoured to lead the insurance industry and rank among the Top 30 Strongest Brands in Hong Kong and be named one of the Top 100 Most Valuable Global Brands, surpassing many international brands. We will continue our drive for innovation and elevate our brand reputation to help people live Healthier, Longer, Better Lives.”

“Kantar BrandZ Top 30 Strongest Brands in Hong Kong” is organised by Kantar and WPP global design agency Design Bridge and Partners. This year marked the inaugural release of the rankings. Measuring brands across nine categories over a two-year period, the comprehensive report identified the top 30 strongest local brands and their respective rankings.

“Kantar BrandZ Top 100 Most Valuable Global Brands” is the global currency when assessing brand value, quantifying the contribution of brands to business’ financial performance. Kantar’s 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 four million consumers for 20,000 brands in 50 markets.



On behalf of AIA Hong Kong & Macau, Mr. Ivan Choi, Head of Marketing and Business Planning, receives the accolade of “Kantar BrandZ Top 30 Strongest Brands in Hong Kong”.

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.



AIA Hong Kong leads the insurance industry and ranks 7th in the inaugural “Kantar BrandZ Top 30 Strongest Brands in Hong Kong”, while AIA is also recognised among “Kantar BrandZ Top 100 Most Valuable Global Brands” for eight years in a row. These notable accomplishments are a testament to the Company’s outstanding performance in all aspects.

####

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 brokerage, independent financial advisors 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)

AIA Hong Kong
Ms. Esther Chan
+852 2100 1416

Bentley Communications Limited
Mr. Ian Li
+852 3960 1905