



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 Sweeps Multiple Awards for Branding, Digital Marketing and Digital Technology

Hong Kong, 25 October 2023 – AIA Hong Kong has recently garnered multiple recognitions from various professional organisations, including two prestigious awards at Now Business News Channel's "Leadership Business Award" for its strong high-net-worth customers and Greater Bay Area strategy. The Company has also been honoured at Marketing Interactive's "DigiZ Awards 2023" and Hong Kong Business' "Technology Excellence Awards". These accolades demonstrate wide recognitions of AIA Hong Kong's exceptional performance in digital marketing and digital technology applications.

Details of the awards are as below:

Organisers and Awards	Award Categories / Names
Now Business News Channel "Leadership Business Award"	<ul style="list-style-type: none">High-Net-Worth Customers Financial Insurance Award of ExcellenceGreater Bay Area Financial Insurance Award of Excellence
Marketing Interactive "DigiZ Awards 2023"	Gold: <ul style="list-style-type: none">Best Digital Targeted Audience CampaignBest Acquisition & Retention StrategiesBest Influencer Strategies Silver: <ul style="list-style-type: none">Best Digital Launch/Rebranding Campaign
"Hong Kong Business Technology Excellence Awards"	<ul style="list-style-type: none">Digital - Insurance award

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, "With tremendous business opportunities emerging in the insurance industry from high-net-worth customers and the Greater Bay Area in recent years, we are thrilled and encouraged to have received the Award of Excellence in these two categories. The accolades in digital marketing and digital technology applications also reaffirm our strengths in technology development strategy. By leveraging cutting-edge digital platforms, we bring the most suitable products and services to our customers, helping people live Healthier, Longer, Better Lives."

"Leadership Business Award" by Now Business News Channel aims to acknowledge corporate achievements and excellence in various categories such as business, finance, insurance, property, technology and telecommunications. It also aims to deepen public and investor understanding of the brand image and accomplishments of the awarded companies. The judging panel is comprised of the editorial and research teams of Now Business News Channel, along with reputable representatives from financial and academic sectors.

"DigiZ Awards 2023", organised by Marketing Interactive, honours businesses that demonstrate creativity, innovation, and effectiveness in their digital marketing campaigns, as well as exceptional marketing skills and leadership capabilities. The judging panel is composed of esteemed industry leaders and professionals from the marketing and digital sectors.

"Hong Kong Business Technology Excellence Awards" recognises the best first-rate firms with the most innovative and unique IT initiatives and solutions that have helped enhance their company's business 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.



On behalf of AIA Hong Kong & Macau, Ms. Alice Liang, Chief Proposition Officer (left) and Ms. Isabella Lau, Chief Customer, Strategy and Transformation Officer (right) receive accolades at Now Business News Channel's "Leadership Business Award".



AIA Hong Kong receives four accolades at Marketing Interactive's "DigiZ Awards 2023".



AIA Hong Kong has won in the category of Digital - Insurance at "Hong Kong Business Technology Excellence Awards".

#####

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.

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 17,000 financial planners¹, as well as an extensive network of independent financial advisors, brokerage and bancassurance partners. We serve over 3.5 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 2023

² Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 30 June 2023)

AIA Hong Kong
Ms. Esther Chan
+852 2100 1416

Bentley Communications Limited
Mr. Ian Li
+852 3960 1905