



**HEALTHIER, LONGER,
BETTER LIVES**

AIA Hong Kong

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Media Release

**AIA Hong Kong Tops at “Hong Kong Insurance Awards 2023”¹
with Six Most Distinguished Accolades
Samuel Yung, Executive District Director and Honourable Advisor, Honoured with
“Lifetime Achievement Award – Life Insurance”
Blue Cross Earns Coveted Spot as Top-three Finalist**

Hong Kong, 26 October 2023 – AIA Hong Kong achieved outstanding results at the “Hong Kong Insurance Awards 2023” organised by the Hong Kong Federation of Insurers with a total of six most distinguished accolades including five Grand Awards and “Lifetime Achievement Award – Life Insurance” granted for Mr. Samuel Yung, Executive District Director and Honourable Advisor of AIA Hong Kong, to recognise his substantial contributions to the insurance industry over the past few decades. Among these Grand Awards, AIA Hong Kong won the “Outstanding MPF/Employees’ Benefit Product/Service Award” and the “Outstanding Corporate Social Responsibility Award” for the 4th and 2nd consecutive year respectively, while proudly taking home another Grand Award for “Most Innovative Product/Service Award – Wealth” with its outstanding wealth management products and services. The Company also ranked among top-three finalists in five award categories.

Blue Cross under AIA Group was also named a Top-three Finalist for the “Outstanding Integrated Marketing Strategies Award”, a meaningful recognition of its exceptional marketing strategies.

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, “Reigning in the industry’s highly regarded and iconic ‘Hong Kong Insurance Awards’ demands extraordinary capability and superb performance. We are honoured and proud to receive multiple Grand Awards in this respected and prestigious industry award for consecutive years, which serves as strong affirmation by the industry and public of our relentless efforts in going beyond traditional insurance. At the same time, the awards are a valuable recognition of our outstanding performance on multiple fronts, including product innovation, talent development, services and corporate social responsibility, among many others. We will continue to uphold our ‘customer-centric’ commitment and strive for excellence, as we proactively work with customers to tackle various challenges in life and help them live Healthier, Longer, Better Lives.”

Ms. Bonnie Tse, Chief Executive Officer of Blue Cross, said, “It’s truly a great honour for Blue Cross being recognised in the ‘Outstanding Integrated Marketing Strategies’ category. This accolade is a testament to the effectiveness of our marketing strategy that we are able to bring customers comprehensive insurance products and services experience that are closely related to their daily life through multi-channels and innovative marketing promotion. We would continue to uphold our ‘customer-centric’ philosophy. By understanding the needs of customer’s daily life and offering them more product variety and options, we aim to offer customers the right coverage at the right budget and at the right timing.”

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. Blue Cross (Asia-Pacific) Insurance Limited is a subsidiary of AIA Group Limited. It is not affiliated with or related in any way to Blue Cross and Blue Shield Association or any of its affiliates or licensees.

The awards span multiple key business areas:

Six Most Distinguished Awards:

Award	Details
AIA Hong Kong	
Outstanding MPF/Employees’ Benefit Product/Service Award (4 th consecutive year)	AIA Hong Kong provides one-stop group insurance, pension and employee voluntary protection corporate solutions, helping small-to-medium-sized companies and multinational corporations advance their business goals and meet their human resource objectives in a flexible and cost-effective manner.
Outstanding Corporate Social Responsibility Award (2 nd consecutive year)	AIA Hong Kong launched its youth-inspired co-creation programme competition last year which featured a kickstart fund totalling HK\$2.5 million, publicity opportunities, and strategic consultations to empower young people to ignite their creative ideas into sustainable careers.
Most Innovative Product/Service Award – Wealth	In response to the rising protection needs of High Net Worth customers, AIA Hong Kong leverages the competitive “Wealth Elite 2” product series and “AIA Alta Wealth Management Centre” ² to provide diverse value-added services, so as to create a tailor-made one-stop premier service ecosystem for customers.
Lifetime Achievement Award – Life Insurance	Mr. Samuel Yung, Executive District Director and Honourable Advisor
Outstanding Community Intermediary of the Year	Mr. Billy Ng, District Director
Outstanding Young Professional of the Year – Intermediary	Mr. Adrian Lee, District Director

Top-three Finalist Recognitions:

Award	Details
AIA Hong Kong	
Most Innovative Product/Service Award – Health	“AIA Assemble” ³ is a first-in-market, customisable critical illness plan that enables customers to tailor their critical illness covers and sum assured based on their individual needs and budget, thus enjoying higher levels of flexibility and freedom.
Best Partnership Project Award – Life Insurance	With the increasing prevalence of cancer in the society, AIA Hong Kong strives to gain a deeper understanding of cancer trends and customers’ pain points. The insurer funded The Centre for Health Systems & Policy Research, The Jockey Club School of Public Health and Primary Care, The Chinese University of Hong Kong to conduct an independent study on local cancer care. The research insights not only help AIA Hong Kong devise better cancer care protection for customers, but also enable it to deliver far-reaching value at government and community levels,

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	ultimately helping customers live Healthier, Longer, Better Lives.
Outstanding Training & Development Award	AIA Hong Kong's AI Learning Recommendation Engine (ALRE) goes beyond general training programme and advocates a positive and sustainable learning culture. With the Company's big data analysis, it combines the financial planner's personal background and attributes to recommend highly personalised training content.
Outstanding Agent of the Year	Ms. Zoie Kwok, District Director
Outstanding Community Intermediary of the Year	Mr. Kendrick Yuen, Senior Wealth Management Manager
Blue Cross	
Outstanding Integrated Marketing Strategies Award	Blue Cross's new brand campaign themed "Just Right" embodies the insurer's brand proposition – the right protection at the right time and at the right price. This message resonates perfectly with Blue Cross's customers, especially young consumers and young families, by addressing their genuine protection needs and advocating a rational approach to insurance.

Organised by the Hong Kong Federation of Insurers with co-organiser South China Morning Post, "Hong Kong Insurance Awards 2023" honours industry practitioners for their top-notch performance at multiple areas. For each of the 22 award categories, a grand winner was selected from the top-three finalists. The professional panel of judges comprised notable and respected figures from across the business, academic and community sectors. The Hong Kong Federation of Insurers also launched the "Lifetime Achievement Award" for the second time this year after the honour was introduced in 2018. A special panel of judges was formed to select two awardees who have made impactful contributions to the development of Life Insurance and General Insurance in Hong Kong respectively.



(From left to right) Mr. Samuel Yung, Executive District Director and Honourable Advisor of AIA Hong Kong; Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau; and Ms. Bonnie Tse, Chief Executive Officer of Blue Cross, receive multiple honours at the "Hong Kong Insurance Awards 2023".

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AIA Hong Kong and Blue Cross scoop six most distinguished accolades and multiple top-three finalist honours at the “Hong Kong Insurance Awards 2023”.



Mr Christopher Hui, GBS, JP, Secretary for Financial Services and the Treasury (left) presents “Lifetime Achievement Award – Life Insurance” to Mr. Samuel Yung, Executive District Director and Honourable Advisor of AIA Hong Kong.

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Remarks:

1. Another insurance company also won six accolades in the “Hong Kong Insurance Awards 2023”.
2. AIA Alta Wealth Management Centre is only available for AIA Hong Kong financial planners and eligible clients.
3. Can be purchased as a basic plan.

The product information in this material does not contain the full terms of the product, for the details of the product features, terms and conditions, exclusions and key product risks, customers may refer to the product brochure and policy contract of relevant products. In case customers want to read policy contract sample before making an application, they can obtain a copy from AIA. Life insurance policies are long-term contracts of insurance. Should customers surrender the policy early, they may receive an amount considerably less than the total amount of premiums paid.

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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 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)

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. In 2023, Blue Cross is assigned financial strength rating of A+ (stable outlook) and issuer credit rating of A+ (stable outlook) by S&P Global Ratings.

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