



**HEALTHIER, LONGER,  
BETTER LIVES**

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## Media release

### **AIA Hong Kong expands strategic locations for agency office**

Accelerates talent recruitment and development with new office  
at the iconic AIRSIDE in Kai Tak, becoming the largest tenant

**Hong Kong, 21 June 2024** – AIA Hong Kong has announced it is to become the largest tenant at AIRSIDE, the latest A-grade commercial premises in Kai Tak developed by Nan Fung Group. Its new office, located on high-level floors, will serve as a centre of operations and training base for AIA Hong Kong's financial planners and the AIA Premier Academy. This expansion reinforces the Company's dedication and commitment to providing a premium working environment and training facilities for its high calibre team of over 17,000 financial planners. The new location is set to accelerate AIA Hong Kong's talent recruitment efforts and provide the ideal setting to nurture industry elites.

Designed by an internationally acclaimed architectural and design firm, AIRSIDE is the tallest building in the Kai Tak district. Set against a backdrop of Lion Rock, AIA Hong Kong's brand new four-storey office is located on the high floors of AIRSIDE and commands magnificent views of Victoria Harbour. Connected to the Kai Tak MTR station and supported by a host of local and cross-border bus routes, AIRSIDE's superior location facilitates the commute of both financial planners and customers. The nearly 150,000 sq. ft. office will comprise multiple training rooms and lecture halls.

AIRSIDE and AIA Hong Kong share the same vision in delivering on environmental, social, and governance (ESG) principles. AIRSIDE is home to an array of internationally acclaimed, state-of-the-art green features, including Hong Kong's first-ever Automatic Refuse Collection System and a Smart Bicycle Parking System. It is also the first building in Hong Kong to receive an impressive seven green and smart building certificates.

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, "The insurance industry revolves around people. Guided by our 'customer-centric' philosophy, we are committed to investing in our financial planners to continuously enhance their professionalism. This ensures our customers receive superior wealth and health solutions, along with personalised services tailored to their needs.

Our expansion into Kai Tak leverages the strategic location to its fullest potential. The move allows the team's financial planners to broaden their footprint and benefit from a state-of-the-art office building that offers accessibility, sustainability, and innovation. It also enhances the comprehensiveness of their agency office network. The Company currently occupies prime locations across the city, including Quarry Bay, Causeway Bay, Central, Tsim Sha Tsui, and Kwun Tong.

We are confident that our exceptional working environment, combined with high-quality training and development resources, will empower our frontline industry leaders to enhance their efficiency and help customers 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", "AIA" 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's expansion into the new, nearly 150,000 sq. ft. office at AIRSIDE in Q4 this year will make it the building's largest tenant. This state-of-the-art office will serve as the central hub for operations and a training base for its financial planners.

(Reference Photo)



AIA Hong Kong occupies four-stories at AIRSIDE, offering a stunning backdrop of Lion Rock and magnificent views of Victoria Harbour. Conveniently connected to Kai Tak MTR Station and supported by multiple local and cross-border bus routes, AIRSIDE ensures a seamless commute for both financial planners and customers.

## 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 planners<sup>1</sup>, as well as an extensive network of independent financial advisors, brokerage and bancassurance partners. We serve over 3.5 million customers<sup>2</sup>, 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.

<sup>1</sup> as at 31 December 2023

<sup>2</sup> Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 31 December 2023)

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