

## Media release

### **AIA Hong Kong continues to lead the insurance industry with 9 market No.1 in 2024 Number of New Business Policies tops the market for 11 consecutive years**

**Hong Kong, 25 April 2025** — AIA Hong Kong continues to lead the industry with 9 market No.1 in 2024, according to the Provisional Statistics of the Insurance Authority on Hong Kong Long-Term Insurance Business<sup>1</sup>:

- Number of Inforce Policies
- Number of New Business Policies (Top the market for 11 consecutive years<sup>2</sup>)
- Number of Local New Business Policies
- Number of Non-Local New Business Policies
- Non-local Annualised New Premiums<sup>3</sup>
- New Office Premiums from Agency Channel<sup>3</sup>
- Annualised New Premiums from Agency Channel<sup>3</sup>
- Number of New Business Policies from Agency Channel
- Number of New Business Policies from Brokerage Channel

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, "This success would not have been possible without the trust of our customers and the relentless dedication of our teams. We will maintain our commitment to customer centricity in order to sustain our position as the number 1 choice for our customers and help everyone 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.



Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau

Remarks:

1. Provisional statistics of the Insurance Authority on Hong Kong long-term insurance business from January to December 2024. The policies refer to Direct New Business and Direct Inforce Business of Individual Life, Annuity and Linked Individual (Classes A & C) and Other Individual Business (Classes B, D, E & F). "Agency channel" refers to "Agents" as classified by the Hong Kong Insurance Authority under Distribution Channel. "Brokerage channel" refers to "Brokers" as classified by the Hong Kong Insurance Authority under Distribution Channel.
2. Based on statistics from Insurance Authority released since 2014 - Provisional statistics of the Insurance Authority on Hong Kong long-term insurance business for full year 2014-2024.
3. "Annualised New Premiums" represents 100% of annualised first year premium and 10% of single premium. "New Office Premiums" represents 100% of annualised first year premium and 100% of single premium.

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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 over 18,000 financial planners<sup>1</sup>, as well as an extensive network of independent financial advisors, brokerage and bancassurance partners. We serve over 3.6 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 of 31 December 2024

<sup>2</sup> Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as of 31 December 2024)

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