



**HEALTHIER, LONGER,
BETTER LIVES**

AIA Hong Kong

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Media release

AIA Hong Kong leads in “number of new business policies” for 11 consecutive years

Hong Kong, 24 October 2025 – AIA Hong Kong (AIA) has once again led across key market metrics in the latest provisional statistics on Hong Kong’s long-term insurance business for the first half of 2025*. Notably, AIA has retained its No.1 position in number of new business policies for 11 consecutive years** – a clear reflection of customers’ enduring trust.

Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, “Thanks to our customers’ trust, AIA has led in number of new business policies for 11 consecutive years. This leadership means that when people seek protection for their future and loved ones, AIA remains their top choice because our health and wealth solutions, along with services beyond traditional insurance, truly stand out. What matters most to AIA is helping every customer prepare for the future and care for their loved ones, moving forward with confidence towards Healthier, Longer, Better Lives, while serving diverse customer needs across different coverage sizes. With the trust customers places in us, AIA will continue serving our customers and communities with unwavering commitment to helping people live Healthier, Longer, Better Lives.”

Meanwhile, at the award ceremony of the Hong Kong Insurance Awards 2025 organised by The Hong Kong Federation of Insurers on the evening of 23 October, AIA together with Blue Cross were honoured with the highest number of Top-3 Finalist Awards – winning a total of 12 accolades, including 3 Grand Awards.

AIA	3 Grand Awards: • Outstanding MPF/Employees' Benefit Product/Service Award (won for the 6th consecutive year) • Outstanding Corporate Social Responsibility Award (won for the 4th time) • Outstanding Agent of the Year: Mr Bond Ng, Premier Senior District Director 7 Top-3 Finalist Recognitions: • Most Innovative Product/Service Award – Health • Outstanding Training & Development Award • Outstanding Customer Services Award • Excellence in Digital Transformation Award – Life Insurance • Outstanding Integrated Marketing Strategies Award • Outstanding Young Professional of the Year – Intermediary: Ms Seven Huang, District Director • Outstanding Community Intermediary of the Year: Mr Kingsley Yee, District Director
Blue Cross	2 Top-3 Finalist Recognitions: • Outstanding Claims Management – General Insurance • Excellence in Digital Transformation – General Insurance

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 together with Blue Cross were honoured with the highest number of Top-3 Finalist Awards — winning a total of 12 accolades, including 3 Grand Awards. Pictured here is Mr. Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau.

Notes:

* Source: The latest provisional statistics of the Insurance Authority on Hong Kong long-term insurance business from January to June 2025.

** Based on statistics from Insurance Authority released since 2014 - Provisional statistics of the Insurance Authority on Hong Kong long-term insurance business.

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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 about 18,000 financial planners¹, as well as an extensive network of independent financial advisors, brokerage and bancassurance partners. We serve over 3.6 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 2025

² Including AIA Hong Kong and AIA Macau's individual life, group insurance, and pension customers (as at 30 June 2025)

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