

Media release

AIA Hong Kong leads industry again with most No.1 market positions in Q1 2026

Hong Kong, 24 July 2026 – AIA Hong Kong¹ has once again secured the most No.1 market positions² in the first quarter of 2026, further strengthening our leadership in Hong Kong's insurance industry. This remarkable achievement is based on the Provisional Statistics on Hong Kong Long Term Business released by the Insurance Authority.³

The No.1 market positions include:

- Number of New Business Policies
- Number of Inforce Policies
- Annualised New Premiums from Agency Channel⁴
- New Office Premiums from Agency Channel⁴
- Number of New Business Policies from Agency Channel
- Number of New Business Policies from Brokerage Channel
- Premiums from Group Insurance (Long Term Business)⁵

Mr Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, “These achievements are about far more than rankings. They reflect the trust that customers place in AIA to support them and their families at every stage of life. This success is a testament to the dedication, professionalism and customer-first mindset demonstrated by our colleagues and financial planners every day. As we celebrate this achievement, AIA Hong Kong will continue to build on this momentum by staying true to our Purpose of helping people 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

Notes:

- ¹ Refers to AIA International Limited, AIA Company Limited and AIA Everest Life Company Limited.
- ² "The most No. 1 market positions" refers to the top position achieved by AIA International Limited, AIA Company Limited and AIA Everest Life Company Limited in the following categories: Number of Inforce Policies, Number of New Business Policies, Annualised New Premiums from Agency Channel⁴, New Office Premiums from Agency Channel⁴, Number of New Business Policies from Agency Channel, Number of New Business Policies from Brokerage Channel, Premiums from Group Insurance—making up the highest share among the 12 key metrics compared to other market peers.
- ³ Source: The latest provisional statistics of the Insurance Authority on Hong Kong Long Term Business from January to March 2026. "Agency Channel" refers to "Agents" as classified by the Hong Kong Insurance Authority under Distribution Channel.
- ⁴ "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.
- ⁵ "Premiums from Group Insurance" represents the Non-single Premiums derived from Direct Long Term Premiums receivable under Non-Retirement Scheme Group 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 more than 19,000 financial planners*, as well as an extensive network of independent financial advisors, brokerage and bancassurance partners. We serve over 3.7 million customers[^], 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.

* As at 31 December 2025

[^] Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 31 December 2025)

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