AIA Hong Kong

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HEALTHIER, LONGER, BETTER LIVES

Media release

AIA Hong Kong achieves the most No. 1 market positions in 1H 2026

Maintaining industry leadership as Hong Kong's No. 1 insurer

Hong Kong, 3 November 2026 – AIA Hong Kong[1] has once again been recognised as Hong Kong's No. 1 insurer[2] and achieved the most No. 1 market positions[3] in the first half of 2026, according to the latest Provisional Statistics on Hong Kong Long Term Business released by the Insurance Authority (IA)[4].

AIA Hong Kong's No. 1 market positions include:

- Number of New Business Policies *(Top the market for 12 consecutive years, since a company-level breakdown of this measure was first introduced by the IA in 2014)*
- Number of Inforce Policies *(Top the market for 25 consecutive years)*
- Annualised New Premiums from Agency Channel[5]
- New Office Premiums from Agency Channel[5]
- Number of New Business Policies from Agency Channel
- Number of New Business Policies from Brokerage Channel
- Premiums from Group Insurance (Long Term Business)[6]

Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau, said, "AIA Hong Kong has led the market in the number of new business policies for 12 consecutive years. This reflects customers' continued preference for AIA when choosing insurance solutions to protect their future and their loved ones. More importantly, it demonstrates our commitment to serving customers with diverse needs across different coverage sizes, helping more people access the protection and support that are right for them.

"Equally meaningful is our leadership in the number of inforce policies for 25 consecutive years. It speaks to the lasting trust our customers place in AIA and the relationships we have built with generations of families. AIA Hong Kong will continue earning our customers' trust every day and helping more 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).
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Pictured: Alger Fung, Chief Executive Officer of AIA Hong Kong & Macau.

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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 3.8 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 30 September 2026
[^] Including AIA Hong Kong and AIA Macau's individual life, group insurance and pension customers (as at 30 September 2026)

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Notes:

1. Refers to AIA International Limited, AIA Company Limited and AIA Everest Life Company Limited.
2. "Hong Kong's No. 1 insurer" refers to AIA Hong Kong being chosen by the most customers, based on the number of inforce policies and new business policies. According to the Insurance Authority's annual Hong Kong long-term business statistics, AIA Hong Kong has ranked No. 1 in Number of Inforce Policies for 25 consecutive years since 2001. Since the Insurance

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Authority first introduced a company-level breakdown of Number of New Business Policies in 2014, AIA Hong Kong has also maintained the No.1 position for 12 consecutive years.

3. "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 Channel[5], New Office Premiums from Agency Channel[5], 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.
4. Source: The latest provisional statistics of the Insurance Authority on Hong Kong Long Term Business from January to June 2026. "Agency Channel" refers to "Agents" as classified by the Hong Kong Insurance Authority under Distribution Channel.
5. "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.
6. "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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