



**AIA Hong Kong**

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## Media Release

### **AIA Hong Kong Announces New Brand Positioning as “The Real Life Company” Unveils New Premium Refund to Enhance Customer Protection in Response to Concerns over Medical Costs**

**Hong Kong, 11 July 2013** – AIA Hong Kong today announced the launch of its new brand positioning as “The Real Life Company”. The new brand positioning speaks to the fact that the Company is genuinely engaged in the real lives of Hong Kong people and captures its long-standing history of over 80 years in the territory. AIA Hong Kong is dedicated to helping its customers plan, protect and prepare for their lives by providing them with the right financial solutions.

Given that the financial burden of medical care expenses is among the top real life concerns of many people, to coincide with the launch of the new brand position, AIA Hong Kong has unveiled a new offering, central to which is a two-month premium refund applicable to specified flagship medical protection plans. The new initiative exemplifies the Company’s commitment to engage with its customers in a practical and caring way.

AIA’s new brand positioning as ‘The Real Life Company’ is the result of extensive research, including from over 100 focus groups in 9 markets, with a range of AIA’s stakeholders across multiples markets in the Asia-Pacific region. The research took in the views of consumers, financial planners and colleagues and provided valuable insight into the needs, attitudes hopes and concerns of people right across the region, including Hong Kong.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, “ ‘The Real Life Company’ is an embodiment of AIA’s growth journey for serving generations of families in Asia. It is a lot more than just a slogan or a logo. We wanted to find a way to talk to our existing customers and to others who are looking for a practical and straightforward life insurance company and The Real Life Company establishes a powerful platform to do so. It also will help to continue to guide our efforts across all aspects of our business, including product design, operations, frontline services and internal training. Only by understanding the genuine needs of our customers, can we be the real life partners of our customers in a constantly changing world.”

Inadequate medical protection is among the top concerns of people in Hong Kong, where medical inflation, an ageing population and increasing life expectancy has resulted in a heavy burden on the public healthcare system. A medical insurance needs study<sup>1</sup> conducted by AIA Hong Kong revealed that more than half of the respondents are not adequately prepared in terms of medical coverage. In the unfortunate event of hospitalisation, they and their families may face financial difficulties due to the burden of high medical costs. The survey also showed that people are starting to be aware of their medical protection gap. Medical plans will be the preferred insurance product that people will invest in over the coming 12 months.

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“AIA Hong Kong” or “the Company” herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).

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Ms. Bonnie Tse, General Manager, Marketing and Business Strategy of AIA Hong Kong and Macau, said, “The new brand positioning represents our customer pledge to be the real life partner that our customers need and expect. The launch of this new medical care initiative reflects our understanding that the financial burden of medical expenses is a real life concern of many people in Hong Kong. By offering premium refunds, we are addressing an important concern of our customers and are offering them peace of mind.”

All new and existing customers who apply for specified flagship medical protection plans or riders from 1 July to 31 August 2013 with policies issued on or before 31 October will enjoy the first two months’ premium refund. In addition, AIA Hong Kong will roll out a series of activities starting July to introduce and reinforce its new “The Real Life Company” brand positioning among members of the general public. The campaign will include television commercials, outdoor billboards, newspaper advertisements, online promotions, etc.

1. Medical Insurance Needs Study conducted by AIA Hong Kong (June 2013, respondents=1,534).

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Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, explains that “The Real Life Company” positioning underscores how the Company is genuinely engaged in the real lives of Hong Kong people and captures its long-standing history of over 80 years in the territory.

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Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau (middle) unveils new premium refund to enhance customer protection in response to concerns over medical costs, and to reflect the new brand positioning as “The Real Life Company”.



Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau (2nd from left) and Ms. Bonnie Tse, General Manager, Marketing and Business Strategy of AIA Hong Kong and Macau (3rd from left), unveils new premium refund to enhance customer protection in response to concerns over medical costs, and to reflect the new brand positioning as “The Real Life Company”.

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AIA Hong Kong today announced the launch of its new brand positioning as “The Real Life Company”. A series of activities including outdoor billboards will be rolled out to introduce and reinforce its new brand positioning among members of the general public.

#### **About AIA Hong Kong and AIA Macau**

AIA Hong Kong and AIA Macau are members of the AIA Group Limited. The AIA Group Limited established its operations in Hong Kong in 1931. We have the largest team of financial planners in Hong Kong and Macau\*. We are the leader in developing innovative insurance products that meet customers’ needs at every stage of their lives. We offer products ranging from individual life, group life, accident, medical and health, personal lines insurance to investment-linked products with over 100 investment options.

*\* As of 30 November 2012*

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### **About AIA**

AIA Group Limited and its subsidiaries (collectively “AIA” or “the Group”) comprise the largest independent publicly listed pan-Asian life insurance group. It has operations in 16 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, a 97 per cent subsidiary in Sri Lanka and a 26 per cent joint-venture in India

The business that is now AIA was first established in Shanghai over 90 years ago. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$134,439 million as of 30 November 2012.

AIA meets the savings and protection needs of individuals by offering a range of products and services including retirement savings plans, life insurance and accident and health insurance. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents and employees across Asia-Pacific, AIA serves the holders of more than 25 million individual policies and over 13 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code “1299” with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: “AAGIY”).

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