



AIA Hong Kong

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## Media Release

### **AIA Hong Kong Launches “Executive Care Pro 2” & “Multiple Care Pro 2” Critical Illness Plans and Premium Refund Promotion to Address Customers’ Needs**

**Hong Kong, 6 September 2013** – AIA Hong Kong recognises that people are concerned about their health and that of their loved ones. In an effort to alleviate concerns regarding financial security in the event of serious illness, AIA Hong Kong has enhanced two popular critical illness plans, “Executive Care Pro” and “Multiple Care Pro”, and is launching “Executive Care Pro 2” and “Multiple Care Pro 2” to offer customers best-fit solutions for today’s needs.

“Executive Care Pro 2” and “Multiple Care Pro 2” offer customers much more comprehensive coverage. Percutaneous Coronary Intervention, where stenosis of at least 50% is detected in one coronary artery as opposed to two previously, is now a compensated condition. The enhancement also features an increase in the advance payment from 10% to 20% of the critical illness sum assured, subject to a maximum of US\$30,000 per life, instead of US\$12,500.

From now till 31 October 2013, customers who successfully apply for “Executive Care Pro 2”, “Multiple Care Pro 2” or another AIA Hong Kong flagship critical illness plan, “Prime Care Pro”, will be eligible for a one-month premium refund<sup>1</sup>.

A recent study<sup>2</sup> revealed that people are increasingly aware of their critical illness protection gap. Among respondents who currently own insurance policies, critical illness plans were the third most common type of policy held. Critical illness protection was also ranked the third most preferred type of insurance product that people would invest in over the coming 12 months. One in four men and one in five women are at serious risk of contracting a type of cancer before turning 75<sup>3</sup> in Hong Kong. Over 490,000 people<sup>4</sup> have been hospitalised due to cancer and the number of cancer-related hospital admissions has increased by 56%<sup>4</sup> over the past 5 years. The data underscores the importance of critical illness protection.

Ms. Bonnie Tse, General Manager, Marketing and Business Strategy for AIA Hong Kong and Macau said, “Critical illnesses often strike unexpectedly; but today, with the advances in medical technology, recovery rates are better than ever, provided the condition is discovered and treated in its early stages. In addition, serious diseases are striking patients from younger age groups. It is also clearly evident that the high costs associated with treatment can present a tremendous financial burden, especially with recurring conditions. Therefore, it’s imperative to review your personal critical illness coverage and ensure you have a solid, all-embracing protection scheme.”

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"Prime Care Pro" is one of the most unique and complete protection plans in the market for early stage critical illness with extensive coverage for up to 93 critical illnesses and specified illnesses. It combines the benefits of critical illness, life protection and savings. "Executive Care Pro 2" and "Multiple Care Pro 2" both offer coverage for 61 critical illnesses and specified illnesses, five choices of premium payment terms and a death benefit. With "Multiple Care Pro 2", customers may receive as much as five times the sum assured for critical illness and a multiple critical illness benefit until the age of 85, relieving them of the worry of inadequate protection in the event of a recurring critical illness.

<sup>1</sup>The promotion is only applicable to new policy/policies of the specified products ("New Policy") which should be applied for during the Campaign Period and issued on or before 31 December 2013. In addition, the New Policy must be in force at the time of premium refund. For details of the campaign, please refer to Campaign Terms and Conditions.

<sup>2</sup>"AIA Consumer Study of Hong Kong Insurance Market 2012" conducted by the Social Sciences Research Centre of the University of Hong Kong. The survey was conducted between 5 December 2011 and 26 August 2012 (respondents=1,929).

<sup>3</sup>Hong Kong Cancer Registry, Hospital Authority November 2011, based on a study of 2009 cancer statistics.

<sup>4</sup>Hospital Authority Statistical Report 2009-2010, based on 2005-2009 data.

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

AIA Hong Kong and AIA Macau are subsidiaries of AIA Group Limited. 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 31 May 2013

### **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 17 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, a 26 per cent joint-venture in India and a representative office in Myanmar.

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\$147 billion as of 31 May 2013.

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 financial planners and employees across Asia-Pacific, AIA serves the holders of more than 27 million individual policies and over 16 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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