



AIA Hong Kong

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Media Release

**AIA Hong Kong's Top-of-Class Service Wins
Four Prestigious Customer Service Excellence Awards**

Hong Kong, 31 January 2013 – AIA Hong Kong and Macau has been named winner at the “HKACE Customer Service Excellence Award” for the eighth consecutive year. At the event organised by the Hong Kong Association for Customer Service Excellence (HKACE), the Company scooped a total of four awards giving it the second highest number of awards for the 2012 programme. These prestigious accolades demonstrate the consistency and high standards maintained by AIA Hong Kong across all its operations from internal training and development to the various customer interface points from the frontline to the back office.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, “Our commitment to service excellence is deeply rooted in our corporate culture. Dedicated to meeting the ever-changing needs of customers, AIA Hong Kong launched its ‘Customer Service Excellence Programme’ as early as 1996. In 2011, the Service Excellence System was also initiated to strengthen our business operation and management mechanism. This enhancement ensures delivery of the best possible services to our customers throughout the whole process from contacting their sales representative to processing their insurance claims as well as our provision of practical information for their daily lives. Last year, we achieved an average compliance rate of 96% on more than 60 service pledges established by the Company. I am immensely proud that our efforts and dedication to achieving service excellence have won the recognition of a professional body.”

The four coveted awards won by AIA Hong Kong in the “HKACE Customer Service Excellence Award 2012” include:

- the Gold Award for “Team Award -- Contact Centre Service”, won by AIA Hong Kong’s Customer Service Hotline;
- the Silver Award for “Team Award -- Counter Service”, received by AIA Wealth Select Centre;
- the Bronze Award for “Team Award -- Internal Support”, presented to Business Training and Development Department; and
- the Bronze Award for “Individual Award -- Field and Special Service”, received by Mr. Kenneth Cheung, Senior Manager, Wealth Management and Protection.

AIA Hong Kong’s Customer Service Hotline was awarded the Silver Award for “Team Award -- Contact Centre Service” in 2010 and 2011. In the 2012 Awards, it took home the Gold Award by redoubling its efforts to

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ensure unrivalled levels of customer service and support. Specially designed to provide one-stop insurance solutions for high net-worth individuals, AIA Wealth Select Centre was honoured for the second year in a row for the excellence of its counter service. AIA Hong Kong's frequent wins at the "Customer Service Excellence Awards", are testament to the Company's unrivalled service platform, strong team and steadfast dedication to providing its customers with unsurpassed service and support.

Organised by the HKACE since 2002, the "Customer Service Excellence Award" aims at recognising outstanding performers and promoting a customer-oriented culture within member companies.



Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau (fourth from left) was joined by other representative of winning corporations at the award presentation ceremony for the "HKACE Customer Service Excellence Awards 2012".
The Company picked up four awards, making it the recipient with the second highest number of wins.



AIA Hong Kong's Customer Service Hotline won the Gold Award for "Team Award -- Contact Centre Service".
Company representatives received the award at the ceremony.

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About AIA Hong Kong and AIA Macau

AIA Hong Kong and AIA Macau is a member of AIA Group Limited. The AIA Group Limited established its operations in Hong Kong in 1931. We have the largest agency force 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 2011

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 92 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\$119,494 million as of 31 May 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 24 million individual policies and over 10 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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