



**THE REAL LIFE
COMPANY**

AIA Hong Kong

AIA Financial Centre,
712 Prince Edward Road East,
Kowloon, Hong Kong
T: (852) 2881 3333

AIA.COM.HK

Media Release

**AIA Hong Kong Honoured with Four Benchmark Wealth Management Awards in Recognition of its
“The Real Life Company” Brand Positioning, Product Innovation and Social Media Achievements**

Hong Kong, 28 November 2013 – AIA Hong Kong was accredited with four esteemed awards by renowned finance magazine *Benchmark* at the Wealth Management Awards 2013, including the coveted “Best-in-Class: Brand of the Year Award – Insurance”. This prestigious accolade acknowledges the Company’s achievement for its exemplary work from strategy to execution in the launch of its brand positioning as ‘The Real Life Company’. The new brand has achieved widespread recognition and high levels of acceptance in the industry and among customers. Besides the brand award, AIA Hong Kong was also named “Outstanding Achiever” in the “Product Awards – Health Care Product”, “Product Awards – Best Critical Illness Product” and “Social Media Engagement Awards – Insurance” categories.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, “We have devised an overall corporate strategy to deliver on our brand promise as ‘The Real Life Company’. It involves seamless integration of product innovation, marketing promotion, as well as customer services and consumer engagement to ensure we effectively and efficiently meet the ever-changing customer needs. The awards we received in different categories have further validated the success of our business strategy. We are grateful for this additional encouragement in our commitment to providing customers with the right solutions to bridge the gaps in medical and critical illness protection. This is how we fulfil our role as their real life partner.”

One of the most prestigious awards programmes in Hong Kong, the annual ‘Benchmark Wealth Management Awards’ is now in its fourth year. The awards recognise providers and noteworthy individuals in the market who bring innovation, best practices and excellent governance to the forefront of the finance industry. This year’s competition comprised 26 award categories, with the list of nominees selected by Benchmark’s editorial committee and reviewed by a panel of judges consisting of industry leaders. The winning institutions are perceived with high recognition as the judging criteria include the Brand Popularity Index generated from comprehensive data of 70 reputable and representative websites in Hong Kong.

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From left: Ms. Gloria Chiu, Head of Brand and Communications Department of AIA Hong Kong;
Ms. Manda Chan, Deputy Chief Agency Officer of AIA Hong Kong;
Mr. Joe Cheng, General Manager, Agency Distribution of AIA Hong Kong and Macau and
Mr. Chow Wai Chuen, Head of Product Strategy and Management Department
celebrate the Company's remarkable achievements in winning four prestigious awards
at the 'Benchmark Wealth Management Awards 2013'.

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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.

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"AIA Hong Kong" or "the Company" herein refers to American International Assurance Company (Bermuda) Limited.

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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").

AIA Hong Kong
Ms. Ivis Tsang
+852 2881 4492

Bentley Communications Limited
Mr. Kevin Chan
+852 3960 1903

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