



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 Launches “Secure First” Accident Protection Plan Exclusive 12-year Premium Payment Provides Lifetime Protection for Accidental Death Enjoy a Waiver of 1 Year Premium during the Promotional Period

Hong Kong, 7 May 2013 – AIA Hong Kong has announced the launch of “Secure First”, a brand-new accident protection plan with a fixed premium payment term, unique to the market. Customers can enjoy a lifetime protection against accidental death with a fixed premium payment term of just 12 years. In addition, it provides double indemnity for designated accidents and cash benefit. Accidents happen unexpectedly, this unique plan offers customers worry-free, worldwide accident protection for themselves and their loved ones. A little protection, goes a long way.

“Secure First” Product Highlights:

- **Exclusive 12-year premium payment** covers a **lifetime** protection for accidental death and accidental dismemberment or permanent total disability up to the age of 75;
- **Additional double Indemnity** provides double compensation in the event of death, dismemberment or permanent total disability due to accidents whilst travelling as a fare-paying passenger on public land transportation, airplanes, elevators or as a direct result of a fire in a public building;
- **Cash benefit, unique to the market**, covers policy termination due to non-accidental death, surrender or policy lapse. A cash benefit will be paid in lump sum as compensation starting from the 3rd policy year;
- **A free medical check-up** will be offered annually for the first 12 policy years. Customers can also enjoy 24-hour worldwide emergency assistance services offered by AIA International Assistance Services.

Mr. Thomas Lee, Chief Marketing Officer of AIA Hong Kong, said, "AIA Hong Kong has always been an industry pioneer in product innovation. We are committed to developing innovative products that provide customers with the most comprehensive protection tailored to meet their needs throughout the different stages of their lives. Fatal accidents can happen anywhere and anytime. Indispensable and comprehensive, “Secure First” is specially designed to help our customers better manage the unexpected. The fixed premium payment term introduced for the first time in an accident protection plan makes it a unique offering in the market today. With a premium term of only 12 years, the plan is ideal for customers when they are young. This gives them a lifetime protection for accidental death that covers until 75 years of age and mitigates financial strain in the event of an accident. Complemented with life and medical insurance, customers can be assured a long-term and comprehensive protection.”

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The insured must be between 15 days to 63 years of age at the time of application. Customers can opt for a flexible face amount to suit their needs, starting from the minimum of HK\$/MOP500,000 to the maximum of HK\$/MOP7,500,000¹. The premium is level, providing customers with maximum flexibility with financial managements. For a premium of as little as HK\$3.8 per day², customers can enjoy all-weather accident protection and live their lives to the fullest.

From now until 31 July 2013, customers who successfully apply for "Secure First" will enjoy a waiver of 1 year premium³. For details of the promotion and terms and conditions of this plan, please visit www.aia.com.

Notes:

- 1 "Maximum Limit" means the total aggregate amount of coverage under this policy, other accident policies and accident riders. MOP is only applicable to policies issued in Macau.
- 2 The premium of HK\$3.8 per day refers to the lowest annual premium of HK\$/MOP1,400 per year for an insured under the age of 50 and a face amount of HK\$/MOP500,000.
- 3 The amount of 1 year premium waiver means the whole year premium of the 12th Policy Year of the eligible Policy, and will be waived at the 12th Policy Year.

Please refer to the product brochure and policy contract for product details and exact terms and conditions of this plan.

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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

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.

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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").

AIA Hong Kong
Ms. Ivis Tsang
+852 2881 3362

Bentley Communications Limited
Mr. Kevin Chan
+852 3960 1903

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