



For Immediate Release

Media Release

AIA Hong Kong and Public Bank (Hong Kong) Announce Strategic Bancassurance Partnership

AIA's insurance products to be distributed through Public Bank's 32 local branches

Hong Kong, 23 September 2013 – AIA Hong Kong and Public Bank (Hong Kong) Limited (“Public Bank”) today announced that they have entered into a strategic bancassurance agreement. Customers will be offered a selection of AIA Hong Kong’s insurance products through Public Bank’s extensive network of 32 branches in Hong Kong.

Building on the respective leadership positions of AIA Hong Kong and Public Bank, this strategic partnership leverages the resources, expertise and networks of both AIA Hong Kong and Public Bank, to better serve customer needs. The partnership is established with a long-term vision of providing customers with greater choice and convenience in terms of insurance protection solutions as well as servicing channels.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau said “Bancassurance has always been core to our partnership development strategy which focuses on reaching new customer segments. With Public Bank’s established branch network and extensive customer base, we are confident that the partnership will further strengthen our commitment to serving customers’ needs while driving our bancassurance business forward.”

Mr. Tan Yoke Kong, Executive Director and Chief Executive of Public Bank (Hong Kong) Limited added that this strategic partnership will enable Public Bank to broaden its customer service by providing bancassurance products and innovative financial solutions through its extensive branch network in Hong Kong in addition to its retail and commercial banking and consumer loans business. The strategic partnership will also enable Public Bank to leverage on AIA’s extensive experience in life assurance and wealth management products to further enhance Public Bank’s customer service proposition in meeting the financial needs of its customers.

Mr. Tan said further that the strategic alliance will benefit the Bank and its shareholders by allowing the Bank to effectively service its customer base and maximize the value of its wide distribution infrastructure to generate more fee-based activities. For the Bank’s customers, the strategic partnership will offer them additional innovative products at competitive insurance premiums to help manage their wealth and financial planning for their future.

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Public Bank (Hong Kong) will distribute AIA's insurance products to its retail and commercial customers via multiple marketing channels of branches and insurance specialists.

Under the new bancassurance partnership, AIA Hong Kong will initially offer its unique savings and protection plans to the customers of Public Bank (Hong Kong). These products enable bank customers to achieve their financial goals while enjoying comprehensive life insurance protection. AIA Hong Kong will continue to develop other insurance products for distribution by Public Bank (Hong Kong) to meet the needs of its future customers.



Photo caption: Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau (Left); and Mr. Tan Yoke Kong, Executive Director and Chief Executive of Public Bank (Hong Kong) Limited (Right) celebrated the launch of the strategic bancassurance partnership

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About Public Bank Group, Hong Kong

Public Bank (Hong Kong) Limited is a wholly-owned subsidiary of Public Financial Holdings Limited (“Public Financial”), which is listed on The Stock Exchange of Hong Kong Limited (stock code : 626). Public Financial is a 73.2% owned subsidiary of Public Bank Berhad, Malaysia, the shares of which are listed on Bursa Malaysia Securities Berhad, Malaysia. Public Bank Group is one of the largest banking groups in Malaysia with a total of 377 branches in Malaysia, Hong Kong, China, Cambodia, Vietnam, Laos and Sri Lanka.

Public Bank (Hong Kong) has a total of 32 branches in Hong Kong and 3 branches in Shenzhen, China.

The principal activities of Public Bank (Hong Kong) are the provision of a comprehensive range of commercial and retail banking services to its targeted market segments in Hong Kong and China. These include mortgage loans, commercial and corporate loans, trade financing, foreign exchange business, financing of taxi licences, consumer loans and the taking of customer deposits, etc.

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 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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