



**AIA Hong Kong**

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## Media Release

### **AIA Group and AIA Hong Kong Recognised as Trusted Brands for 10 Consecutive Years Long-established Brand with Revitalised Image Wins Customers' Unwavering Support**

**Hong Kong, 31 May 2013** – AIA Group (“the Group”) and AIA Hong Kong (“the Company”) announced that they have been honoured with two prestigious accolades at the distinguished ‘Reader's Digest Trusted Brands Awards’ this year. At the ‘Reader's Digest Trusted Brands Awards 2013’, AIA Group received the Asia Trusted Brand Gold Award in the insurance category, marking the 10th consecutive year it has won the accolade, including winning the Platinum Award for three years, while AIA Hong Kong was also named 10-year winner of the Hong Kong Trusted Brand Gold Award.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, “Being a 10-year winner of this prestigious award is a significant and hard-earned achievement. Our recognition as a leading insurance brand can be attributed to our customer-centric strategy. We align our operations to respond to the community’s evolving protection and financial planning needs. By taking a holistic and progressive approach in product development and service enhancement, we ensure to provide different segment of customers with tailored protection and financial planning solutions that best fit their unique situation. This accolade is testament to our service culture and strategy. As a ‘real life’ partner to our customers, we are always ready to help them secure a well-protected future.”

Leverage on the Group’s deep rooted heritage in Asia, AIA Hong Kong has been growing in tandem with the local community. Over the past 80 years, AIA Hong Kong has been committed to helping the people in Hong Kong and Macau plan, protect and prepare for real life by providing a full suite of protection and wealth management solutions to meet their evolving needs.

Celebrating its 15<sup>th</sup> anniversary this year, the annual ‘Reader's Digest Trusted Brand Survey’ is one of the most authoritative brand studies in Asia. Conducted by market research company Ipsos, the survey covers seven key Asian markets: Hong Kong, India, Malaysia, Philippines, Singapore, Taiwan and Thailand. In 2013, approximately 7,000 people, of which 900 were from Hong Kong, were interviewed. Survey respondents were asked to nominate their most trusted brand in each of the product categories. Brand attributes were then rated in terms of six qualitative criteria: trustworthiness and credibility, quality, value, understanding of customer needs, innovation and social responsibility.

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Mr Thomas Lee, Chief Marketing Officer of AIA Hong Kong received the Hong Kong Trusted Brand Gold Awards at the Reader's Digest Trusted Brands Awards 2013 ceremony.

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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 Group Limited**

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").

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