



**THE REAL LIFE  
COMPANY**

## Media Release

### **AIA Hong Kong and AIA MPF Honoured Again at the “Hong Kong Service Awards” in Recognition of their Service Excellence as the Real Life Partner of Customers**

**Hong Kong, 26 March 2014** – AIA Hong Kong and AIA MPF have once again received Eastweek’s “Hong Kong Service Awards 2014” in both Insurance and MPF categories. AIA Hong Kong and AIA MPF are respectively honoured for the third and second consecutive year. By demonstrating its brand promise, “The Real Life Company”, these awards are a testament to AIA’s commitment to delivering excellent service to meet customers’ diverse insurance protection and MPF needs.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, “We understand that talent training, product development and customer care are important contributors to excellent service. Therefore, AIA Hong Kong commits itself to the ‘Premier Agency’ strategy in developing a large team of professional financial planners. These professionals build close relationships with customers to genuinely understand their needs. In product development, we provide the right solutions to different customers with thorough understanding of their protection and financial needs. With a highly effective supporting team, our customers enjoy efficient and quality service. The recognition that we have received will further motivate us to provide dedicated and professional services to our customers.”

Mr. Stephen Fung, Chief Executive Officer of AIA MPF, said, “MPF is an essential component of Hong Kong peoples’ retirement protection. Guided by our belief in ‘Customer First’, we are dedicated to helping customers realize their desired retirement future by offering quality and diversified MPF products, as well as flexible and simple services. We have recently won several industry awards for our distinguished performance in MPF schemes and funds. The ‘Hong Kong Service Awards’ once again recognises our devotion to service excellence.”

Celebrating its 10th anniversary, the “Hong Kong Service Awards” has been organised by Eastweek since 2005. The theme for this year’s award is “Striving for the Best with Heartfelt Service”. The awards recognise the remarkable achievements of corporations, which are committed to providing quality services and products to their customers. Winners were nominated by the magazine’s editorial board and selected by a panel of judges comprising prominent business leaders and professional executives as well as online votes submitted by the public.

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Ms. Gloria Chiu, Director, Brand and Communications of AIA Hong Kong (right); and Ms. Elaine Lau, Chief Operations Officer of AIA MPF, receive “Hong Kong Service Awards 2014” - Insurance and MPF categories by Eastweek.



AIA Hong Kong has been honoured by Eastweek’s “Hong Kong Service Awards 2014” in the Insurance category for the third consecutive year.  
Ms. Gloria Chiu, Director, Brand and Communications of AIA Hong Kong (right), receives the award from financial and media veteran Mr. Heung Shu Fai.

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AIA MPF has won Eastweek’s “Hong Kong Service Awards 2014” in the MPF service category for the second consecutive year. Ms. Elaine Lau, Chief Operations Officer of AIA MPF (left), receives the award from Legislative Councillor Hon. Paul Tse.

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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 30 November 2013

### **About AIA MPF**

AIA Pension and Trustee Co. Ltd. (“AIA MPF”) is member of the AIA Group Limited. As one of the top three MPF service providers in Hong Kong\*, AIA MPF has a wealth of experience in managing retirement schemes and the breadth and depth of expertise to provide MPF products and services with Value, Choice and Simplicity to suit individual needs.

\* Source: *Gadbury (as of 31 December 2013)*

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“AIA Hong Kong” or “the Company” herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).

“AIA MPF” herein refers to AIA Pension and Trustee Co. Ltd.

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### **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 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 30 November 2013.

AIA meets the savings and protection needs of individuals by offering a range of products and services including life insurance, accident and health insurance and savings plans. 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 28 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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