



**THE REAL LIFE  
COMPANY**

**AIA Hong Kong**

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**Media Release**

## **AIA Hong Kong Honoured at BENCHMARK Wealth Management Awards for the Fourth Consecutive Year**

**Hong Kong, 13 November 2014** – AIA Hong Kong has gained the distinction of “Best-in-Class: Social Media Engagement Award – Insurance” and “Outstanding Achiever: Brand of the Year Award – Insurance” at the BENCHMARK Wealth Management Awards 2014. This is the fourth consecutive year AIA Hong Kong has received the coveted accolades, conferring positive recognition from the industry of the success of AIA.

Ms Bonnie Tse, General Manager, Marketing and Business Strategy of AIA Hong Kong and Macau, said, “AIA is honoured to receive this recognition from the BENCHMARK Wealth Management Awards 2014. It acknowledges the joint effort from our front-line staff and support team in building the ‘The Real Life Company’ positioning. The investment in developing new media enabled us to understand the expectations and preferences of our customers in an interactive way to tailor the right solutions for them. The award is a further affirmation of our strategy in developing new media.”



Ms Bonnie Tse, General Manager, Marketing and Business Strategy of AIA Hong Kong and Macau, receives the “Best-in-Class: Social Media Engagement Award – Insurance” and “Outstanding Achiever: Brand of the Year Award – Insurance” at the presentation ceremony of the BENCHMARK Wealth Management Awards 2014.

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AIA Hong Kong Honoured with BENCHMARK Wealth Management Awards for the Fourth Consecutive Year  
13 November 2014  
Page two

### **About AIA Hong Kong and AIA Macau**

AIA Hong Kong and AIA Macau are subsidiaries of AIA Group Limited, who established its operations in Hong Kong in 1931. We have the largest team of over 10,000 financial planners in Hong Kong and Macau\*, as well as an extensive network of IFA, brokerage and bancassurance partners, who serve around 1.68 million customers. Our products range from individual life, group life, accident, medical and health, personal lines insurance to investment-linked products with numerous investment options. We are also dedicated to providing superb product solutions to meet the financial needs of high net worth customers.

*\* As of 31 May 2014*

### **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 (excl. Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$159 billion as at 31 May 2014.

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. AIA currently serves the holders of more than 28 million individual policies, more than 120,000 corporate clients 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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