



**THE REAL LIFE
COMPANY**

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 Honoured with “Most Outstanding Enterprise Award”
by Hong Kong Business Magazine and
Wins Four Awards in HKACE “Customer Service Excellence Award”**

Hong Kong, 30 January 2014 – AIA Hong Kong has been recognised once again for its exceptional performance. The Company took home for the first time the top-honour – “Most Outstanding Enterprise Award”-- at the 2013 Hong Kong Business High-Flyers Awards. It also won awards in the “Customer Service Excellence Award” by Hong Kong Association of Customer Service Excellence (“HKACE”) for the ninth consecutive year. These prestigious accolades are a testimony to AIA Hong Kong’s business practices, truly reflecting its brand value as “The Real Life Company”.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, “Together as one team, AIA Hong Kong devotes every effort to ensure consistently high standards across our business. This applies to everything from business planning and operations, product innovation, internal training and customer service to brand strategy. Responding practically to customers’ needs at different life stages, we offer them the right solutions and quality service as their partners. Winning numerous awards is a great encouragement to our dedication and efforts.”

Since 2004, High-Flyers Awards, organised by renowned Hong Kong Business magazine, celebrate the distinguished performance of successful companies in Hong Kong. The judging panel, comprised of the magazine’s editorial committee and industry experts, applauded that AIA excels in novelty, outcomes and progressive development.

Organised by the HKACE since 2002, the “Customer Service Excellence Award” recognises outstanding enterprises and employees. It promotes a customer-oriented culture within member companies. AIA Hong Kong scooped four coveted awards at the “Customer Service Excellence Award 2013”, the second most out of all companies being recognised during the event. These include:

- Gold Award for “Individual Award -- Contact Centre Service”, honoured to Ms. Rainbow Leung, Senior Customer Service Advisor;
- Bronze Award for “Outstanding Customer Service Program Award”, won by S&O Customer Experience Transformation Program of Services and Operations Department;
- Bronze Award for “Team Award -- Internal Support Service”, presented to Outbound Sales and Service Team; and
- Merit Award for “Individual Award -- Field and Special Service”, received by financial planner Ms. Fanny Yu.

- more -

AIA Hong Kong Honoured with “Most Outstanding Enterprise Award” by Hong Kong Business Magazine and Wins Four Awards in HKACE “Customer Service Excellence Award”
30 January 2014
Page two



Ms. Gloria Chiu, Head of Brand and Communications Department of AIA Hong Kong, received the Most Outstanding Enterprise Award at the Hong Kong Business High-Flyers Awards on half of AIA Hong Kong.



With the joint efforts of front-line and back-office colleagues, AIA Hong Kong scooped four coveted awards at the HKACE “Customer Service Excellence Award 2013”, the second most among other awardees.

- End -

- more -

AIA Hong Kong Honoured with “Most Outstanding Enterprise Award” by Hong Kong Business Magazine
-- Wins Four Prestigious Customer Service Excellence Awards from HKACE --
30 January 2014

Page three

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.

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 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”).

AIA Hong Kong
Ms. Peony Cheng
+852 2881 4413

Bentley Communications Limited
Mr. Kevin Chan
+852 3960 1903

###