



**THE REAL LIFE  
COMPANY**

Media Release

**AIA Hong Kong and AIA MPF Received Three Awards at the  
“Marketing Excellence Awards 2014”  
in Recognition of their Outstanding Marketing Promotion and Research Efforts**

**Hong Kong, 17 November 2014** – AIA was honoured again for the second year at the prestigious “Marketing Excellence Awards 2014” organised by Marketing Magazine. The three awards were:

- AIA Hong Kong received “Excellence in Consumer Insights/Market Research” Silver Award
- AIA Hong Kong and AIA MPF jointly received “Excellence in Integrated Marketing” Bronze Award
- AIA MPF received “Excellence in Content Marketing” Bronze Award

As ‘The Real Life Company’, AIA is committed to delivering tailored products and excellent services by thoroughly understanding its customers’ concerns. The Company achieves this through market research, which guides the development of products and services and has helped AIA generate a positive brand image in the minds of customers, further strengthening our leading position.



AIA team receives three awards at the “Marketing Excellence Awards 2014”.

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AIA refers to AIA Hong Kong and AIA MPF.

AIA Hong Kong and AIA MPF received three awards at the “Marketing Excellence Awards 2014”  
17 November 2014  
Page two



AIA Hong Kong team receives “Excellence in Consumer Insights / Market Research” – Silver Award.



AIA Hong Kong and AIA MPF team receive “Excellence in Integrated Marketing” – Bronze Award.



AIA MPF team receives “Excellence in Content Marketing” – Bronze Award.

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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 over 10,000 financial planners in Hong Kong and Macau<sup>\*</sup>, 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.

<sup>\*</sup> *As of 30 September 2014*

### **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<sup>#</sup>, 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.

<sup>#</sup> *Source: Gadbury (as of 30 September 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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