



AIA Hong Kong

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Media Release

AIA Launches New Television Campaign Highlighting Financial Planners' Mission to Help Customers Fulfil their Commitment of Love

Hong Kong, 14 November 2014 — AIA has launched a new television campaign capturing people's real life moments to demonstrate the pivotal role and mission AIA's financial planners have in helping customers fulfil their commitment of love. By providing the right insurance protection, AIA's financial planners make a positive difference in their customers' lives.

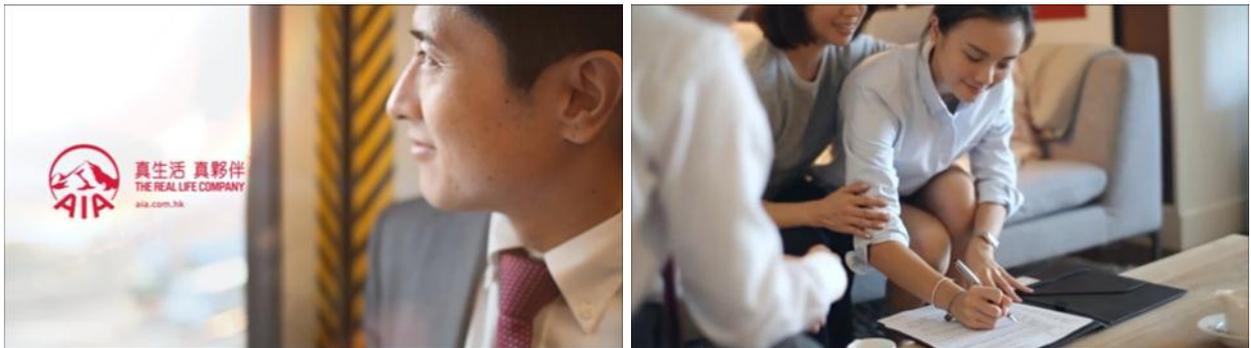
Following the launch of AIA's "The Real Life Company" brand campaign last year, the new television commercial follows the same brand platform — to be genuinely engaged in customers' lives and supporting them every step of the way in a constantly changing world. The hero of this television campaign is AIA's financial planners and their mission to understand the genuine needs of customers so they can serve them with utmost sincerity. AIA's financial planners are committed to helping customers turn their intangible feeling of love into something real, by protecting their loved ones with an insurance policy.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, "The value of insurance is not simply a contract that protects customers' future, but truly embodies the commitment of love. We believe the real life moments of Hong Kong people captured in the new AIA television campaign will resonate with the audience. It will also arouse public awareness of the importance of insurance and enhance the positive brand image of AIA. Our team of 10,000 financial planners in Hong Kong and Macau are always committed to genuinely engaging our customers with professionalism and care, and to deliver our brand promise as 'The Real Life Company'."

In addition to the creative storytelling, an all-star team came together to enrich the new television campaign's core message. The production team included world-renowned and Cannes International Advertising Awards winning film director Mr. Sng Tong Beng (TVC Director) and Mr. Chan Kwong Wing (Music Composer), famous local musician and winner of "Best Original Film Score" of the Hong Kong Film Awards.

The new television commercial debuted on TVB at 8:15pm on 13 November. In addition to television, the advertisement will also be broadcast on cinema screens and other digital media platforms. Please [click](#) to view the new AIA's television commercial.

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With a real-life-approach, new AIA's television commercial highlights the mission of AIA's financial planners in helping customers fulfil the commitment of love.

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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*, 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 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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