



**THE REAL LIFE
COMPANY**

Media Release

AIA Recognised as Trusted Brand for 11 Consecutive Years And Wins Top Service Awards in Recognition of its Service Excellence

Hong Kong, 27 June 2014 – AIA announces that it has received a number of awards from Reader's Digest's "Trusted Brand 2014" and Next Magazine's "Top Service Awards 2014". The awards presented by both media aim at recognising companies which deliver best-in-class services. Winners of the awards are all selected by public voting, demonstrating that they are widely recognised in the community as quality service providers.

AIA has been recognised as the Reader's Digest Trusted Brand for 11 consecutive years. This year, AIA receives three prestigious accolades:

- AIA Group receives the "Trusted Brand Gold Award – Insurance Company for Asia";
- AIA Hong Kong is honoured with the "Trusted Brand Platinum Award – Insurance Company for Hong Kong", the highest recognition in this category;
- AIA Hong Kong is awarded the "10th Consecutive Year" Award, in recognition of its 10 consecutive wins in the "Trusted Brand Gold Award – Insurance Company for Hong Kong" category between 2004 and 2013.

Furthermore, AIA Hong Kong receives the Next Magazine "Top Service Awards" in the Insurance Companies (Medical Insurance) category, of which AIA Hong Kong is the sole winner in this category.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, "As 'The Real Life Company', AIA Hong Kong is fully committed to delivering tailored products and excellent services by thoroughly understanding our customers' concerns throughout the different stages of their lives. We will leverage our strong product development capabilities to continue creating innovative products that meet our customers' diverse needs. This commitment is key to our success and is how we gain strong support from our customers. The awards motivate us to continue improving, and to provide even better services to our customers."

Celebrating its 16th anniversary this year, the annual Reader's Digest Trusted Brands Survey is one of the most authoritative brand studies in Asia. Conducted by market research company Ipsos, the survey covers five key Asian markets: Hong Kong, Malaysia, the Philippines, Singapore and Taiwan. In 2014, approximately 5,000 people, were interviewed, of which, 1,000 were from Hong Kong. Survey respondents were asked to nominate their most trusted brand in each of the product categories. Brand attributes were then rated in terms of six qualitative criteria: trustworthiness and credibility, quality, value, understanding of customer needs, innovation and social responsibility.

Founded in 1990, Next Magazine's "Top Service Awards" aims at actively promoting the quality of services in Hong Kong and acknowledges publicly recognised organisations for their excellent services. There are 20 categories this year and winners are selected by public voting through an online platform, representing a direct reflection of the public's view of each company.

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Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau (left), receives the Reader's Digest "Trusted Brand Platinum Award – Insurance Company for Hong Kong", the highest recognition in this category.



Mr. Paul Groves, Group Chief Marketing Officer of AIA Group (right) receives the Reader's Digest "Trusted Brand Gold Award – Insurance Company for Asia".



Ms. Bonnie Tse, General Manager, Marketing and Business Strategy, AIA Hong Kong and Macau (right), receives Next Magazine's "Top Service Awards 2014" in the Insurance Companies (Medical Insurance) category.

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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*. 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. We are also dedicated to providing superb product solution to meet the distinguished financial needs of high net worth customers.

* As of 11 April 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 (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 long-term 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 financial planners, IFA and brokerage partners, bancassurance partners 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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