



**THE REAL LIFE
COMPANY**

AIA Hong Kong

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Media Release

**AIA Y-Club Energises Outstanding Generation Y Financial Planners
Mega Recruitment Initiative Y-Club Sky 100 Returns**

Hong Kong, 19 September 2014 – AIA Y-Club, a team of Generation Y financial planners from AIA Hong Kong, has grown to around 4,000 members since its inception last year. The team has become the strong new force helping the company tap a younger customer segment. Following last year's successful Y-Club Kick-Off Party at Sky 100, Hong Kong's tallest observation deck, AIA Hong Kong organised a recruitment initiative -- named "Y-Club Sky 100 Returns" -- at the same premier attraction last Friday (12 September). Around 1,300 people, including the Company's management team and Y-Club members, participated in the special occasion.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, "In line with our "Premier Agency" strategy, AIA Hong Kong is committed to grooming the next generation of young and professional financial planners. We are proud of Y-Club's tremendous achievements since its establishment. They are enhancing the brand image of AIA Hong Kong as an energetic and innovative company while winning over the younger generation as their life partners by providing the right solutions."

Established in May 2013, the AIA Y-Club comprises young financial planning managers and financial planners. The Club aims to encourage interaction and support among its members to maximise their career development potential. The Company also organises specially designed activities for young elites through this strong and dynamic platform. Comprehensive support including sales tools, marketing, recruitment and training are provided to Y-Club's members to help them cultivate potential customers.

Mr. Joe Cheng, General Manager, Agency Distribution of AIA Hong Kong and Macau added, "AIA Hong Kong will continue to provide abundant resources that support Y-Club's continuous development. This year we will focus on grooming leaders, driving 'The Road to MDRT' programme and developing a District Y-Club culture. By nurturing our team of young financial planners, we lay a strong foundation for the Company's ongoing success."

AIA Y-Club also provides a specially designed training programme for its Generation Y members. The programme focuses on cultivating their entrepreneurship, mastering technology as sales tools, while also helping them connect and network with experienced and outstanding financial planners. Embracing "The Road to MDRT" as a target, the training helps Y-Club members in their pursuit of the Million Dollar Round Table ('MDRT') qualification -- recognised as the highest standard of sales excellence in the insurance industry globally.

In addition to their distinguished performance in business, the Y-Club's members are a strong and active force contributing to local community service projects that are a part of the Company's comprehensive CSR strategy. Led by AIA Group and AIA Hong Kong's management team, young insurance elites from the Y-Club distributed Christmas cookies to the busiest public districts during Christmas last year. The Christmas cookies -- baked with all natural and fresh ingredients -- were handmade by the Providence Garden for Rehab of Hong Kong Sheng Kung Hui Welfare Council and senior executives of AIA Hong Kong. In addition to supporting the provision of job opportunities for rehabilitated persons, the event is another example of the Company's initiative to promote healthy living.



Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau (fifth from right);
Mr. Joe Cheng, General Manager, Agency Distribution of AIA Hong Kong and Macau (fourth from right);
Ms. Bonnie Tse, General Manager, Marketing and Business Strategy of AIA Hong Kong and Macau (third from left); and
Mr. Chris Ma, Chief Executive Officer of AIA Macau (third from right)
are accompanied by District Directors of the Company to officiate the kick-off ceremony for AIA Y-Club Sky 100 Returns.



Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau encourages the AIA Y-Club members to aggressively explore the young customer market.

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The AIA Y-Club Sky 100 Returns recruitment event receives overwhelming response with over 1,000 participants.



Beatbox artist RX Wong Ho Pong performs at the AIA Y-Club Sky 100 Returns.



Orlando To demonstrates gym technique at home for guests.



Bob Lam is invited to be MC of the AIA Y-Club Sky 100 Returns.



Rock band Dear Jane performs at the
AIA Y-Club Sky 100 Returns.

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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 and brokerage partners 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 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 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 (ex-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 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 agents, 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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