



**THE REAL LIFE
COMPANY**

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Media Release

AIA Scoops Two Prestigious Service Awards in Recognition of its Excellence in Customer Care

Hong Kong, 17 March 2016 – AIA Hong Kong and AIA MPF have been honoured with several service excellence awards from Sing Tao News Corporation. At Eastweek's *Hong Kong Service Awards 2016*, AIA Hong Kong and AIA MPF received awards in both the insurance and the MPF category for the fifth and fourth consecutive year respectively. In addition, AIA Hong Kong was specially honoured with the "Outstanding Achievement Award" for having been recognised at the Hong Kong Service Awards for the fifth consecutive year. They also received *Sing Tao Service Awards 2015* in both the life insurance and MPF category for their outstanding service.

The coveted awards are a testament to AIA's commitment to excellence in service. The Company regularly puts itself in its customers' shoes to better understand and respond to their needs and aspirations. By providing the right products and professional service, AIA helps its customers build a prosperous future, support their goals for protection, wealth management and retirement.

Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong and Macau, said, "As 'The Real Life Company', AIA embarks on a lifelong journey with our customers to help them meet the challenges in different life stages. A robust customer focus governs every facet of our business. We work as an integrated and cohesive team, continuously improving our service to exceed our customers' expectations. These awards are a source of great encouragement and will drive us on our way to even higher customer service standards."

Mr. Stephen Fung, Chief Executive Officer of AIA MPF, said, "MPF is an essential component of Hong Kong people's retirement protection. Building on our recent success in a number of fund awards, these accolades are testament to our commitment in service excellence and our continued efforts to enhance our products and services. Going forward, we will continue to strive to provide the best in e-services and investor education, empowering members to proactively manage their MPF as they plan for their desired retirement life."

Organised by Eastweek, the *Hong Kong Service Awards* recognise the remarkable achievements of companies that are committed to providing quality products and are also dedicated to scaling new heights in service quality. The magazine's editorial board nominated the companies, and the winners were selected by a panel of judges comprising prominent business leaders and professional executives as well as by online votes by the public. The winners are widely recognised for their excellent performance.

AIA or "the Company" refers to AIA Hong Kong and AIA MPF.

"AIA Hong Kong" herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).

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Sing Tao Service Awards 2015 aims to recognise outstanding business entities for providing customers with excellent products and services. The winners are selected by the public and a panel of judges based on the criteria of brand awareness, service quality, brand positioning, trustworthiness and brand management. The prestigious event is highly valued by the business community.



Ms. Eunice Miu, Director, Service Management – Services & Operations of AIA Hong Kong (left) and Ms. Elaine Lau, Chief Operations Officer of AIA MPF (right), pictured with their awards at the Eastweek's *Hong Kong Service Awards 2016* ceremony.



Ms. Eunice Miu, Director, Service Management – Services & Operations of AIA Hong Kong (right) and Mr. Chan Wing Pang Alvin, Director, Customer Service of AIA MPF (left), pictured with their awards at the *Sing Tao Service Awards 2015* ceremony.

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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 approximately 12,000 financial planners*, as well as an extensive network of brokerage and bancassurance partners who serve more than 1.8 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 February 2016*

About AIA MPF

AIA Pension and Trustee Co. Ltd. ("AIA MPF") is a member of AIA Group Limited. As one of the major MPF service providers in Hong Kong*, 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.

** Source: Gadbury (as of 31 December 2015)*

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 a presence in 18 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 and Cambodia.

The business that is now AIA was first established in Shanghai almost a century 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\$168 billion as of 30 November 2015.

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 29 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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