



**THE REAL LIFE
COMPANY**

AIA Hong Kong

AIA Hong Kong Tower,
734 King's Road,
Quarry Bay, Hong Kong
T: (852) 2881 3333

AIA.COM.HK

Media Release

**AIA Hong Kong Launches Industry-First “AIA iCare Self Help Service Kiosk”
Market-Leading Digital Platforms Deliver Excellent Customer Experience**

Hong Kong, 14 November 2016 – AIA Hong Kong today announced a number of industry-leading digital platforms and solutions. By harnessing the power of digital technology in many facets of its business model, AIA is committed to deliver the most convenient and simple excellent customer service:

1. Customer Service – AIA Hong Kong launches industry-first “AIA iCare Self Help Service Kiosk”. Coupled with proprietary mobile app, these service solutions will help customers make enquiries and submit claims with ease and convenience.
2. Product Purchasing – Customers can enjoy a unique and convenient purchase experience with AIA’s market-leading iPoS and iMO digital platforms.
3. Enhance Health and Prevent Illness – Going beyond insurance, AIA Hong Kong proactively encourages customers to lead a healthy lifestyle with the “AIA Vitality” digital platform.

Mr Jacky Chan, Chief Executive Officer of AIA Hong Kong & Macau, said, “Digital technology has become an integral part of our daily lives and has strengthened communication and interaction between business and customers. As the industry’s leading insurer, AIA Hong Kong is always at the forefront of the insurance industry’s service arena. Leveraging the power of digital technology, we are committed to engage more closely with our customers and to enable them to experience our quality service with maximum convenience. Validating AIA’s role as ‘The Real Life Company’, we address customers’ needs with the most appropriate digital solutions, helping them to live healthier, better and happier lives.”

AIA leads the industry in digital solutions for customer service

Pioneering in the Hong Kong insurance industry and a breakthrough for the Company in digital innovation, AIA Hong Kong launches the “AIA iCare Self Help Service Kiosk”, an industry first. Through this kiosk, customers can receive immediate assistance through interactive live chats with AIA Service Ambassadors for their policy queries. The comprehensive scope of information and services the kiosk offers includes e-form downloads, general policy enquiry handling, claims guidelines and procedures, e-form and claims submissions and arranging medical care appointment. Leveraging HKT’s solid digital technology capabilities, this superior and convenient service not only expedites the claims process, but also provides customers with user-friendly, prompt and efficient customer support. The first “AIA iCare Self Help Service Kiosk” is already in service at one of the AIA Premier Medical Care Providers, and will be rolled out in more medical centres and private hospitals in the coming year so more customers can access this innovative service.

Mr Tom Chan, Managing Director, Commercial Group, HKT, said: “Digitalisation is driving innovation in the insurance industry. Being a long-standing business partner of AIA, HKT is committed to developing a wide range of innovative products and services tailored to the insurance industry, enabling AIA to improve overall operational efficiency and accelerate service digitalization, and enhancing customer experience.”

AIA’s mobile and corporate website also provide 24/7 online channels to give customers convenient access to information and automated services. For example, the “AIA Employee Care App” enables AIA Hong Kong group scheme members to view benefit information, including cover and nearby network doctors. The paperless eClaim function allows customers to review their claim submissions and statuses. Customers will receive email notifications for reference upon the completion of their enquiry. On AIA’s corporate website, customers can make appointments with their preferred AIA network doctors.

An end-to-end purchase experience with AIA

A leader in digital solutions for insurance services, AIA launched the iPoS (Interactive Point of Sale) platform back in 2014 to offer customers speedy and convenient service when they purchase an AIA insurance plan. This one-stop platform offers the tools and resources for applying for an insurance policy at the financial planner’s fingertips, including financial needs analysis, preparing a proposal illustration and submission of relevant documents. With the automated process, the time for initial underwriting can take as little as 10 minutes. iPoS has significantly reduced time required to complete an application and therefore increases efficiency and productivity. Currently, approximately 60% of new policies are submitted through iPoS*.

In addition, iMO (Interactive Mobile Office) provides financial planners with a powerful tool to offer customers instant services. It offers useful and relevant information at their fingertips and takes customer service excellence to a new level. The integrated platform is equipped with a full suite of industry-leading functions and practical online tools to assist financial planners to provide instant and comprehensive service to customers instantly. These include a premium and claims calculator, product and investment information, market and marketing campaign information, as well as the directory of AIA’s network doctors. iMO greatly boosts the efficiency of AIA’s financial planners by enabling them to provide customers with efficient and responsive service.

AIA goes beyond insurance and promotes the “Enhance Health and Prevent Illness” concept with “AIA Vitality”

As the market leader, AIA has gone beyond providing just traditional insurance services with the game-changing “AIA Vitality” wellness programme. The programme leverages technology to motivate customers to lead healthy lifestyles through its proprietary digital platform, empowering customers with the knowledge, tools and motivation to become healthier.

Through digital technology, “AIA Vitality” encourages its members to lead healthier lives via both “active” and “leisurely” lifestyle approaches. With an “active” lifestyle, members can sync their fitness wristbands or mobile apps with the “AIA Vitality” app to track how many steps they have walked and automatically upload their exercise data, thus allowing them to monitor improvements in fitness and win free movie tickets. With a “leisurely” lifestyle, members can conduct regular health-related assessments online and upload health check-up reports to the “AIA Vitality” platform to earn points and upgrade their membership status to receive greater premium discounts, as well as fabulous offers and rewards. “AIA Vitality” showcases an array of offers and rewards from 19 programme partners, including sports gadgets, fresh fruit and vegetables, as well as hotel and air ticket discounts, offering even more incentives for customers to pursue healthier lifestyles.

Note: *AIA’s internal information as of October 2016.

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Mr. Jacky Chan, Chief Executive Officer of AIA Hong Kong & Macau (3rd from left);
Ms. Bonnie Tse, General Manager, Business Strategy and
Marketing of AIA Hong Kong & Macau (2nd from left);
Mr. Thomas Lee, Chief Corporate Solutions Officer of AIA Hong Kong & Macau (1st from left);
Mr. Ip Man Kit, Chief Technology and Operations Officer, AIA Hong Kong & Macau (2nd from right) and
Daniel Ng, Senior Vice President, HKT (1st from right);
presented AIA Hong Kong’s pioneering digital solutions for customer service,
including the launch of the industry-first “AIA iCare Self-Help Service Kiosk”.

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About AIA Vitality

AIA Vitality is a game changing wellness programme which redefines the traditional concept of insurance, aims to reward customers to live a healthy lifestyle. Purchase any AIA Vitality selected insurance product¹ and receive an instant 10% premium discount² and an array of rewards and discounts from our partners. Simply being active in daily life and having a healthy diet, customers can earn points and upgrade their status for more discounts and rewards.

¹“AIA Hong Kong” or “the Company” herein refers to AIA International Limited (Incorporated in Bermuda with limited liability).

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Notes:

- ¹ AIA Vitality selected insurance products Super Good Health Medical Plan 2, CEO Essence Medical Plan 2, Cancer Guardian Series and Superior Critical Illness Plan Pro.
- ² Members can enjoy an upfront premium discount of 10% for the first policy year and earn “AIA Vitality” Points to increase the premium discount to up to 15%. The premium discount is only applicable to AIA Vitality selected insurance products. Please visit AIA Hong Kong’s website aia.com.hk “AIA Vitality”.

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 over 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 July 2016

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 49 per cent joint venture in India and representative offices 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\$181 billion as of 31 May 2016.

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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AIA Hong Kong
Ms. Deronie Tan
+852 2881 4413

Bentley Communications Limited
Mr. Kevin Chan
+852 3960 1903

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