



**THE REAL LIFE
COMPANY**

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Media Release

AIA Hong Kong Scoops Industry's Top Honour at *Effie Awards* and AIA Wins Accolades at the *Reader's Digest Trusted Brands Awards*

Hong Kong, 5 July 2016 — AIA Hong Kong achieved excellent results in the banking and financial services / insurance category of the *Effie Awards 2016*. The award recognises the success of AIA's "Love is in Every Moment" mini-film and its associated marketing campaign. In addition, AIA Hong Kong and AIA Group have been honoured at the *Reader's Digest Trusted Brands Awards* for the 13th consecutive year. This year, AIA MPF has also been awarded its first distinction as a "Trusted Brand" in recognition of its outstanding performance.

Mr Jacky Chan, CEO of AIA Hong Kong & Macau, said, "Building a successful brand is a long-term investment and a trusted brand is not built in a day. These two wins testify to the pivotal role of effective marketing in our overall business strategy. More importantly, being the Real Life partner of our customers is a commitment shared by every member of the AIA family and this has helped us become a trusted brand that is highly regarded by the community. In addition to our wins at the *Reader's Digest Trusted Brand Awards*, we were also presented with the Bronze Award at the *Effie Awards 2016* in the banking and financial services / insurance category, receiving the highest score in the category this year. For this we are grateful to our advertising agency Uth Creative for working with us to create the concept of 'Love is in Every Moment' which links insurance with the message of seizing every moment to show love."

Mr Stephen Fung, Chief Executive Officer of AIA MPF, said, "We are delighted to be honoured for the first time at the *Reader's Digest Trusted Brands Awards*, a testament to the support we have received from our customers. MPF is an essential component of retirement protection for the working population in Hong Kong. Going forward, we will continue to keep our finger on the pulse of the market and stay up-to-date with our customers' needs, striving to be the most trusted retirement partner of Hong Kong people."

Achievement at the *Effie Awards 2016*

AIA's "Love is in Every Moment" mini-film and its associated marketing campaign have won the company the Bronze Award at the *Effie Awards 2016* in the banking and financial services / insurance category. This is the best result in the category since there were no Gold or Silver Award winners this year.

AIA or "the Company" refers to AIA Group, 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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The mini-film was supported by an online marketing and advertising strategy. Based on a true story, the mini-film impressed many netizens with its touching tapestry of real-life moments between father and daughter. The mini-film achieved great success by garnering more than 14 million views and an abundance of positive feedback from the online community. It has raised the brand awareness of AIA, enhanced recognition of the AIA brand and helped the brand establish an intimate relationship with its customers. The mini-film also contributed to the exceptional sales results of AIA's *Bonus Power* plan.

The annual *Effie Awards* are widely recognised as the pre-eminent awards for advertising and marketing excellence. They honour creative and effective advertising that reinforces teamwork between agencies and advertisers that have delivered superior results. The international advertising event is now being run in 42 countries over 6 regions. The judging panel is formed by prominent figures in the advertising, public relations, business sectors and academic professionals. Entries are reviewed based on four criteria: promotion strategy, creative idea, media application and marketing effectiveness. The *Effie Awards* were first introduced by the New York American Marketing Association in 1968. HK4As has been the official awards organiser in Hong Kong since 2004.

Winner at the Reader's Digest Trusted Brands Awards for the 13th consecutive years

In addition, AIA Hong Kong and AIA Group are regular recipients of the *Reader's Digest Trusted Brands Awards*, having been recognised every year for the past 13 years. The three accolades earned in 2016 are:

- AIA Hong Kong received the "Trusted Brand Platinum Award - Insurance Company for Hong Kong*", the highest recognition in this category;
- AIA Group received the "Trusted Brand Asia Gold Award";
- AIA MPF received the "Trusted Brand Gold Award - MPF Company for Hong Kong" for the first time.

These coveted awards reflect the high level of trust customers across Hong Kong and Asia have in the AIA brand. In Hong Kong, AIA MPF has gained widespread public support to become a trusted brand of its customers.

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The *Reader's Digest Trusted Brands* survey is one of the most authoritative of its kind in Asia. Now in its 18th year, this survey is conducted by Catalyst Research, and covers many major regions in Asia. Respondents are required to choose their most trusted brand in each product and service category based on six qualitative criteria: trustworthiness & credibility, quality, value, understanding of customer needs, innovation and social responsibility.

* To qualify for the Platinum Award, AIA Hong Kong had to score at least twice as many points as the runner-up, evidencing the exceptional reputation of the winning corporation.



The AIA and Uth Creative team wins the highest score in the banking and financial services / insurance category at the Effie Awards 2016.

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(From left to right) Mr Stephen Fung, Chief Executive Officer of AIA MPF;
Ms Michele Flanagan, Director of Marketing, Group Strategy, Customer Propositions & Marketing, AIA Group and
Ms Bonnie Tse, General Manager, Business Strategy and Marketing of AIA Hong Kong and Macau
receive the “Reader’s Digest Trusted Brands” Awards.

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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 at February 2016

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About AIA Pension and Trustee Co. Ltd.

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 at 31 March 2016)

About AIA Group

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 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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