



**THE REAL LIFE
COMPANY**

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Media Release

AIA Achieves Big Wins in Several Marketing and Brand Awards

Hong Kong, 17 November 2016 — AIA has achieved big wins at several prestigious marketing and brand awards including the “Marketing Excellence Awards 2016” from *Marketing Magazine*, “HKMA/TVB Awards for Marketing Excellence”, “YouTube Ads Leaderboard Award” in 2Q 2016 and “Smart Parents’ Choice – Brand Awards”. The receipt of these coveted awards underscores AIA’s dedicated efforts in market research, promotion, branding and public relations that have earned widespread recognition from industry professionals.

Mr Jacky Chan, Chief Executive Officer of AIA Hong Kong & Macau, said, “We are delighted to be recognised with several honours at different marketing awards. These accolades are a testament to the effectiveness of our marketing strategy which keeps pace with market developments and is based on a thorough understanding of the needs of our target customer groups. Strategically linking our products’ positioning with our brand promise of being ‘The Real Life Company’ has enabled us to promote our diverse solutions through different channels, successfully highlighting their unique qualities and business value. This affirms our commitment to helping people live healthier, better and happier lives.”

Mr Stephen Fung, Chief Executive Officer of AIA MPF, said, “We are honoured to receive the “Excellence in Corporate Social Responsibility” Bronze Award for our “LET’S WORK TOGETHER” campaign. AIA MPF believes that everyone, regardless of their abilities and physical condition, deserves a stable life on which to build their desired retirement. The driving force behind our enhancement of barrier-free services and facilities, this belief is reflected in our commitment to support the employment of people with disabilities. By raising public awareness of the importance of full social integration, we are striving to make Hong Kong an inclusive society.”

The insurer received the highest number of awards at the “Marketing Excellence Awards 2016”

AIA was honoured at the “Marketing Excellence Awards 2016” organised by *Marketing Magazine* in recognition of its outstanding marketing strategy. AIA received a total of eight accolades, including four gold, one silver and three bronze awards, making AIA the insurer with the highest number of wins; AIA MPF won the “Excellence in Corporate Social Responsibility” Bronze Award.

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).

“AIA MPF” herein refers to AIA Pension and Trustee Co. Ltd. (Incorporated in the British Virgin Islands with limited liability).

Award Categories			Winning Campaigns & Strategies
Gold	Excellence in Media Strategy Excellence in Customer Engagement Excellence in Integrated Marketing Excellence in Public Relations	AIA HK	“Love is in Every Moment” “AIA Vitality Weekly Challenge” “AIA Vitality Weekly Challenge” “AIA’s Timeless PR Strategy”
Silver	Excellence in Online Video		“Love is in Every Moment”
Bronze	Excellence in Financial Advertising Excellence in Mass Event		“Love is in Every Moment” “The AIA Great European Carnival”
	Excellence in Corporate Social Responsibility	AIA MPF	”LET’S WORK TOGETHER”

The “Marketing Excellence Awards” recognise marketers who have achieved brand success through sound and innovative marketing strategies.

AIA Hong Kong Took the “Excellence Award” at the “HKMA/TVB Awards for Marketing Excellence”

AIA Hong Kong received the “Excellence Award” for its *Bonus Power Plan* marketing strategy at the “HKMA/TVB Awards for Marketing Excellence”, which is widely recognised as the Oscars of the marketing industry.

AIA Hong Kong’s marketing strategy is distinguished by its scope and comprehensiveness. The *Bonus Power Plan* marketing strategy was anchored on the “Love is in Every Moment” mini-film. Based on a real-life parenting story, the mini-film’s clear and simple theme has successfully enhanced the AIA’s brand image. By engaging with its customers emotionally, AIA has won public fondness. Attracting more than 14 million views, the mini-film complemented AIA’s range of sales tools to drive excellent product sales of the *Bonus Power Plan*.

“Love is in Every Moment – Father and Son” mini-film honoured at the “YouTube Ads Leaderboard Award” Top 5

AIA Hong Kong’s “Love is in Every Moment – Father and Son” mini-film was ranked among the top five at the “YouTube Ads Leaderboard Award” for Q2 2016 and was the only financial video to be included in the list. The mini-film tells the story of Hong Kong’s first world champion bowler and his fight against cancer. The film takes its audiences through a heart-wrenching story to show how love, care and the power of perseverance can triumph over struggles and hardship.

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The “YouTube Ads Leaderboard Award” recognises the most creative and popular videos of every quarter based on data such as number of views.

AIA Hong Kong Selected as Winner of the “Children Life Insurance Award” at the “Smart Parents’ Choice – Brand Awards”

The AIA brand is known and trusted by customers in different stages of life. AIA Hong Kong provides a series of children’s life insurance plans featuring education and savings elements. These plans serve as a strong shield to support parents in nurturing the next generation. The Company took home the “Children’s Life Insurance Award” at the “Smart Parents’ Choice – Brand Awards”, which is voted for by the public. This validates AIA’s brand popularity among parents.

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Ms. Bonnie Tse, General Manager, Business Strategy and Marketing of
AIA Hong Kong & Macau (10th from right)
and the AIA team received awards at the “Marketing Excellence Awards 2016”.
AIA Hong Kong was the insurance company with the highest number of wins at the Awards.

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AIA MPF team received the “Excellence in Corporate Social Responsibility” Bronze Award at the “Marketing Excellence Awards 2016”.



Ms. Bonnie Tse, General Manager, Business Strategy and Marketing of AIA Hong Kong & Macau (centre) and the AIA team received the “Excellence Award” at the “HKMA/TVB Awards for Marketing Excellence”.

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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 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 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 30 September 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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