



**THE REAL LIFE
COMPANY**

AIA Hong Kong

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Media Release

AIA's "Love is in Every Moment" Receives Two Accolades at the TVB Most Popular TV Commercial Awards

Hong Kong, 27 July 2016 – AIA Hong Kong's "Love is in Every Moment" TV commercial (TVC) has been honoured with two awards at the "TVB Most Popular TV Commercial Awards 2016". The dual success of "Most Popular TV Commercial" and "Most Creative Award" further validate the Company's strategy in strengthening AIA's brand positioning as "The Real Life Company", which has gained widespread industry recognition.

Edited from the 10-minute mini-film, "Love is in Every Moment" TVC depicts the story of a father who treasures his time with his daughter and decides to take her on a bicycle tour around Taiwan. The mini-film impressed many netizens with its touching tapestry of real-life moments between father and daughter; it won the hearts of audiences. The mini-film achieved great success, garnering more than 14 million views and an abundance of positive feedback from the online community. It has also raised brand awareness of AIA and helped the brand establish an intimate relationship with its customers.

Mr Jacky Chan, CEO of AIA Hong Kong & Macau, said, "Public vote and audience support were crucial for our wins at the 'TVB Most Popular TV Commercial Awards'. A successful brand needs to touch people's hearts. Based on a true story, 'Love is in Every Moment' TVC has succeeded in resonating with the audience and in communicating our brand message. These accolades testify to the effectiveness of our brand strategy which has won the public vote and the endorsement of professional judges. 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. This innovative approach inspires people to care for their loved ones with the preparation of an insurance policy."

The annual "TVB Most Popular TV Commercial Awards" recognise outstanding and creative commercials in Hong Kong. The comprehensive judging procedure includes initial screening of nominations by both a professional judging panel and a general judging panel. A public vote is then conducted, calling on Hong Kong people to vote for their favourite commercial from 40 shortlisted finalists. The top 10 scores represent the most impressive ones from the perspectives of professional judges and the general public. The winner of the "Most Creative Award" is selected by the professional judging panel and recognises successful TVCs with an outstanding conceptual idea.

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).

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Ms Bonnie Tse, General Manager, Business Strategy and Marketing of AIA Hong Kong and Macau (fourth from right), the AIA team and Uth Creative receive two accolades at the "TVB Most Popular TV Commercial 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

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.

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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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