



**THE REAL LIFE
COMPANY**

AIA Hong Kong

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Media Release

AIA Enters Top 10 in “WOM among Millennials: Hong Kong” Ranking

Hong Kong, 2 November 2017 – AIA has been ranked among the top 10 in the “2016-2017 Word-of-Mouth (‘WOM’) among Millennials: Hong Kong” study conducted by global market research company, YouGov. The Company was the only insurance and financial services company listed in the top ten in this brand ranking. The ranking is a testament to the high recognition of the AIA brand among members of the younger generation.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, “As an insurer, it is not as easy for AIA to engage and interact with the younger customer segment as it may be for trendy brands. Besides building an approachable and trusted brand image, we have to keep pace with the needs and preferences of our target audiences to effectively reach and connect with them in the most compelling way. The findings of YouGov’s survey prove that AIA has successfully established itself as the most recognised insurance brand that resonates with millennials. Our brand, ‘The Real Life Company’, appeals to the younger generation as well as to the public at large with its youthful and energetic personality. We will continue to reinforce our positive brand image by introducing more innovative elements via various platforms, to meet the needs of our different customers and help them live longer, healthier and better lives.”

YouGov is a global market research company which conducts brand rankings (known as BrandIndex) for different industries around the globe. Its research data is frequently cited by governments and business corporations. The WOM among Millennials: Hong Kong ranking was conducted via online survey between September 2016 and August 2017. It involved interviews with millennials aged between 18 and 34 on their perceptions of 210 brands during which respondents were asked if they had heard anything positive or negative about the brand (buzz score) in the last two weeks through advertising, news or word of mouth. Brands which performed well here were shortlisted for a second round ranking, after which the best-performing brands were ranked in terms of word of mouth score. This involved asking respondents which brands had been discussed/mentioned by friends and/or family in the past two weeks, whether in person, online, or through social media.

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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. To date, we have over 14,300 AIA financial planners ¹, as well as an extensive network of brokerage and bancassurance partners. We serve more than 2.7 million customers ², offering them a wide selection of professional services and products ranging from individual life, group life, accident, medical and health, mandatory provident fund, 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.

¹ as at 30 June 2017

² as at 31 January 2017

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, Cambodia, a 97 per cent subsidiary in Sri Lanka, a 49 per cent joint venture in India and a representative office in Myanmar.

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\$200 billion as of 31 May 2017.

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 30 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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