



**THE REAL LIFE  
COMPANY**

**AIA Hong Kong**

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## Media Release

### **AIA Wins Multiple Awards for Marketing, Brand and Service Excellence**

Hong Kong, 15 November 2017 – AIA Hong Kong has achieved multiple wins at awards for marketing, brand and service excellence namely the “Marketing Excellence Awards 2017” organised by Marketing Magazine, the “Smart Parents’ Choice – Brand Awards 2017” (Critical Illness Insurance) and Excellence Award for Quality Insurance Service at the “Banking & Finance Awards 2017” organised by Sky Post. These accolades underscore AIA’s achievements in market research, brand, product and customer services which have earned the Company recognition among industry professionals and the wider public.

Mr. Peter Crewe, Chief Executive Officer of AIA Hong Kong & Macau, said, “We firmly believe market research is critical to the delivery of quality insurance services. It helps us understand the needs of customers at various life stages, enabling us to develop the right solutions and provide heartfelt and convenient services to meet the ever-changing needs of customers. We are honoured to be recognised for exceptional performance across these relevant facets of our business. It shows that our comprehensive, industry-leading services have succeeded in meeting the specific expectations of our target customer segments and that AIA is a trusted brand in the market. To deliver on our brand promise as ‘The Real Life Company’, AIA Hong Kong will embrace new challenges as we continue to advance and enhance every aspect of our operations to help people live longer, healthier and better lives.”

AIA Hong Kong won the following awards:

<b>Awards</b>	<b>Award Categories</b>
Marketing Magazine – “Marketing Excellence Awards 2017”	<ul style="list-style-type: none"><li>• Excellence in Data-Driven Marketing – Gold</li><li>• Excellence in Partnership – Silver</li></ul>
Smart Parents – “Smart Parents’ Choice – Brand Awards 2017”	<ul style="list-style-type: none"><li>• Critical Illness Insurance</li></ul>
Sky Post – “Banking & Finance Awards 2017”	<ul style="list-style-type: none"><li>• Excellence Award for Quality Insurance Service</li></ul>

### **One Gold and One Silver Award at the “Marketing Excellence Awards 2017”**

AIA Hong Kong was honoured with the Gold Award for “Excellence in Data-Driven Marketing” and a Silver Award for “Excellence in Partnership” at the “Marketing Excellence Awards 2017” organised by Marketing Magazine in recognition of its outstanding marketing strategy.

The Gold Award for “Excellence in Data-Driven Marketing” recognises AIA Hong Kong as the market leader in introducing “intelligent marketing” to the Hong Kong and Macau markets. Guided by its customer-centric philosophy, the Company combined innovative thinking with state-of-the-art technology and big data analysis to launch the industry-leading Customer Segmentation Toolkit. By using professional market research, the Toolkit allows financial planners to address customers’ needs conveniently and effectively, and to provide them with the right protection and financial solutions. The Silver Award for “Excellence in Partnership” was presented to AIA Hong Kong for its strategic alliance with Hong Kong Disneyland Resort. The alliance has had a positive influence on the brand image of AIA Hong Kong and created happy memories for the community. The “Marketing Excellence Awards” are presented to marketers who have achieved brand success through sound and innovative marketing strategies. Award winners were selected by industry leaders and veteran marketers.

**Winner of the “Smart Parents’ Choice – Brand Awards 2017” (Critical Illness Insurance)**

AIA Hong Kong is committed to extending the medical cover of its critical illness products to alleviate customers’ and their families’ financial stress so as to enable them to focus on their recovery. Thoughtfully designed to help customers bridge the protection gap, these comprehensive plans and services won AIA Hong Kong the “Smart Parents’ Choice – Brand Award” in the critical illness insurance category. Winners were voted on by the public, validating AIA’s brand popularity among the general public, especially parents.

**Excellence Award for Quality Insurance Service at the “Banking & Finance Awards” Presented by Sky Post**

AIA Hong Kong received the Excellence Award for Quality Insurance Service at the “Banking & Finance Awards” organised by Sky Post. The Company strives to meet the protection needs of its customers in different life stages by offering professional financial planning services coupled with innovative digital technology. These efforts won the endorsement of the judging panel comprised of industry professionals and academics. The award is also a testament to the recognition winners have earned as the selection process also included online voting by the public.

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AIA Hong Kong team won one gold and one silver award at the “Marketing Excellence Awards 2017” organised by Marketing Magazine.



Ms. Edith Yiu, Chief Brand and Communications Officer of AIA Hong Kong, receives the “Smart Parents’ Choice – Brand Awards 2017” (Critical Illness Insurance) and the Excellence Award for Quality Insurance Service at the “Banking & Finance Awards 2017” organised by Sky Post on behalf of the Company.

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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 are a leading life insurance provider in the Hong Kong and Macau market with a comprehensive range of life insurance products and services including individual life, group life, accident, medical and health, mandatory provident fund, personal lines insurance and investment-linked products.

### **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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