



## AIA Hong Kong

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## Media Release

### **AIA Tops Rankings with Exceptional Brand Prowess**

Hong Kong, 9 March 2017 – AIA Hong Kong has recently been honoured with many awards for its brand and mobile marketing. Besides the international valuation and strategy consultancy Brand Finance naming it as Hong Kong's Most Valuable Brand 2017 at US\$9.9 billion, the Company took first place in the insurance category for Hong Kong in YouGov BrandIndex BestBrand 2016. The latter distinction was based on data from the global consumer insight company, BrandIndex. Also on the long list of accolades are five gold awards at Marketing Magazine's Mob-Ex Awards 2017, which recognised the successful mobile marketing strategy of the *AIA Vitality Weekly Challenge*. These wins are a testament to AIA's brand and marketing prowess, which has earned widespread recognition.

Mr Jacky Chan, CEO, AIA Hong Kong & Macau, said, "We are delighted that AIA has taken top honours in these two international brand rankings, gaining recognition as the top brand in both the insurance industry and in Hong Kong. A successful brand is not built in a day – it needs continuous and distinguished performance in product development, customer service and promotion to build customers' appreciation and trust. A trustworthy and positive image is imperative for an insurance brand to earn public recognition and confidence. It gives customers peace of mind to rely on us for protection as they navigate through life's ups and downs. To fulfil our brand promise as 'The Real Life Company', we are committed to helping our customers live healthier, better and happier lives."

#### **AIA named Hong Kong's Most Valuable Brand 2017**

Brand Finance, an international valuation and strategy consultancy, has developed the "Brand Strength Index" to evaluate the most valuable brand in different countries and regions. AIA is ranked No.1 in Hong Kong with a brand value of US\$9.9 billion. Every year, the consultancy publishes the brand value of 3,500 of the world's biggest companies, and the results are widely quoted by blue-chip companies and government authorities worldwide. Based on this information, a US cost information website, HowMuch.net, has developed a map showing the most valuable brand in each region of the world, and AIA has earned a place in it. HowMuch.net makes complex financial and economic issues easy to understand by turning data into visualisations. The maps and charts produced by the website are frequently republished by mainstream financial media in the USA.

#### **Top ranking in insurance category in YouGov BrandIndex**

AIA has achieved top ranking in Hong Kong in the insurance category in YouGov BrandIndex BestBrand ranking for 2016. Brands are rated by the global consumer insight company via public interviews asking respondents about their perception of a brand through the news, advertising or word of mouth. Scores are then calculated based on positive or negative feedback. In Hong Kong, more than 200 companies were surveyed by YouGov BrandIndex on their brand image among consumers. The institution also compiles brand rankings across different industries in numerous countries and regions around the globe.

### Recipient of Five Gold Awards at “Mob-Ex Awards 2017”

The Mob-Ex Awards is a premier event celebrating mobile marketing excellence. AIA Hong Kong scooped gold awards in five categories with its *AIA Vitality Weekly Challenge*:

- Best Customer Engagement App
- Best App – Brand Content
- Best Mobile-Based Launch/Relaunch
- Best App – Social
- Most Responsive Mobile Campaign

Focused on the message of pursuing a healthy lifestyle and being rewarded, the mobile marketing strategy for *AIA Vitality Weekly Challenge* is distinguished by its creative and engaging approach of a user-friendly app. It helps track users’ exercise with interactive communication. Supported by an advert starring popular singers and actors, the campaign has set an unstoppable trend of healthy living across social platforms.

Founded in 2012, the Mob-Ex Awards is now in its 6th year. It recognises the outstanding performance of business corporations in mobile marketing across 30 different categories, with gold, silver and bronze awards in each one. Winners are decided through a stringent judging process carried out by a panel of senior-level marketing and mobile marketing professionals.



AIA Hong Kong and Green Tomato Team receive five gold awards on behalf of the Company at “Mob-Ex Awards 2017”.

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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 13,000 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 Nov 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\$185 billion as of 30 November 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 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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