



**THE REAL LIFE
COMPANY**

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Media Release

AIA Achieves Multiple Wins at Two Service Award Programmes in Recognition of its Excellence in Customer Service

Hong Kong, 30 March 2017 – AIA Hong Kong and AIA MPF have been honoured with several awards in two service excellence award programmes organised by Sing Tao News Corporation. At Eastweek's Hong Kong Service Awards, they received accolades in both the insurance and MPF categories for the sixth and fifth consecutive year respectively. In addition, AIA MPF received a special honour with the "Outstanding Achievement Award" for having been recognised at the Awards for the fifth year in a row. At the Sing Tao Service Awards, AIA Hong Kong scooped wins in both the Online Platform (Life Insurance) and Insurance Agent Services categories, while AIA MPF was recognised in the MPF Service category.

AIA's wins in these two prestigious service award programmes are a testament to its ongoing commitment to service excellence. By providing highly customised products and the right solutions, AIA meets the needs of its customers in protection, wealth management and retirement planning. It also ensures customers are fully covered during different life stages so they enjoy peace of mind while building a secure and prosperous future.

Mr. Jacky Chan, CEO of AIA Hong Kong & Macau, said, "As 'The Real Life Company', AIA, actively responds to customers' needs in every facet of our business by offering them quality products as well as heartfelt and convenient services. Guided by our principle of 'Ease of Doing Business', AIA harnesses the power of digital technology to engage more closely with our customers. We are also deepening our commitment to the 'Premier Agency' strategy by nurturing a team of financial planners to become the best. We have added to these efforts with the launch of 'AIA Vitality' to motivate people to lead a healthier lifestyle. Recognising that the challenge ahead is to be consistent in delivering excellent service, our frontline and support staff will work cohesively to continuously enhance service quality and operational efficiency. Together we will deliver on our brand promise to help people live longer, healthier and better lives."

Mr. Stephen Fung, CEO of AIA MPF, said, "MPF is an essential component of Hong Kong people's retirement protection and we are committed to offering the highest quality products and services. We have gone above and beyond this in recent years particularly by enhancing our barrier-free services and actively supporting the employment of people with disabilities to help everyone secure a financially sound retirement. We have won numerous industry accolades this year, and it is particularly meaningful for us to be recognised for our service excellence. Going forward, we will strive to deliver even better products and services as we work with our members to plan for their desired retirement."

AIA or "the Company" refers to 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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Organised by Eastweek, the Hong Kong Service Awards recognise the remarkable achievements of companies that are committed to providing quality products and are also dedicated to scaling new heights in service quality. The magazine's editorial board nominated the companies, and the winners were selected by a panel of judges comprising prominent business leaders and professional executives as well as by online voting by the public. The winners are widely recognised for their excellent performance.

Sing Tao Service Awards aims to recognise outstanding business entities for providing customers with excellent products and services. The winners are selected by the public and a panel of judges based on the criteria of brand awareness, service quality, brand positioning, trustworthiness and brand management. The prestigious event is highly valued by the business community.



Mr. Ip Man Kit, Chief Technology and Operations Officer, AIA Hong Kong & Macau (right) and Ms. Elaine Lau, Chief Operations Officer of AIA MPF pictured with their awards at the presentation ceremony for Eastweek's Hong Kong Service Awards.

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Mr. Ip Man Kit, Chief Technology and Operations Officer, AIA Hong Kong & Macau (right) and Mr. Alvin Chan, Director, Customer Service of AIA MPF pictured with their awards at the Sing Tao Service Awards ceremony.

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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 and expanded its footprint to Macau in the following year. To date, we have over 13,700 AIA financial planners¹, as well as an extensive network of brokerage and bancassurance partners. We serve more than 2.7 million customers², 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 20 March 2017

² as at 31 January 2017

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About AIA MPF

AIA Pension and Trustee Co. Ltd. ("AIA MPF") is a member of the 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 31 December 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, 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\$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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